STUDIO HANDBOOK

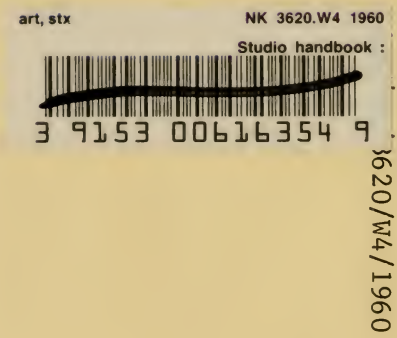
LETTER AND DESIGN FOR ARTISTS AND ADVERTISERS

SAMUEL WELO

DRAKE

Please
handle this volume
with care.

The University of Connecticut
Libraries, Storrs



ART
NK
3620
W4
1960

Studio

HANDBOOK

LETTERING by WELO

Samuel

Over 250 PAGES
LETTERING
DESIGN AND
LAYOUTS

NEW ALPHABETS

FREDERICK J. DRAKE & CO.
Chicago

REVISED EDITION

COPYRIGHT 1960

by

FREDERICK J. DRAKE & CO.
CHICAGO

PRINTED IN U. S. A.

FOREWORD

Blessings on the heads of the Phoenecians or whoever gave us our alphabet. Greater praise be to those who have not only made it useful but also ornamental. Hand lettering and design will always remain an art; so this book picks up the refrain and carries it on. To professionals and amateurs, here is music for many a battle

Franklin Brucker

TABLE OF CONTENTS

CONTENTS	PAGES
WHYS & WHATS ON LETTERING	9 ~ 23
WHAT LETTERING CAN EXPRESS	24 ~ 26
OCCASIONAL LETTERING FIFTY STYLES	27 ~ 32
MODERN PACKAGE DESIGN A NEW SECTION	33 ~ 58
LETTERING THAT COMMANDS	59 ~ 73
GET BALANCE IN LAYOUTS	74 ~ 82
PANELS ~ WILL HELP YOU	83 ~ 95
COPY-BOX "CORNERS" TWENTY-NINE STYLES	~ 96
PAGE RULES THIRTY-FIVE STYLES	97 ~ 98
BORDER SUGGESTIONS	99 ~ 104
USE ORNAMENT DESIGN	105 ~ 106
RIBBONS	107 ~ 108
DINGBATS	109 ~ 113
THEATRICAL MASKS	~ 114
THE PRINTERS RULES	115 ~ 116
TYPE CHARACTERS	~ 117
PUBLICATION SIZES	~ 118

TABLE OF CONTENTS
CONTINUED



CONTENTS	PAGES
HISTORY OF THE LETTER	119 ~ 126
OLD AND MODERN ENGLISH	127 ~ 129
THE GERMAN BLACK LETTER	130 ~ 134
FRENCH SCRIPT	135 ~ 140
ALL MODERN ALPHABETS	141 ~ 208
THE REVISED SECTION LATEST IN LETTERING	209 ~ 243
FIND THE RIGHT "THE"	244 ~ 247
TRADE MARKS	248 ~ 251
MONOGRAMS	252 ~ 256
QUESTION MARKS	~ 257
AMPERSANDS	~ 258
NUMERALS	259 ~ 264
HELPFUL HINTS	265 ~ 267
SIGN WRITERS ALPHABETS	268-282




Studio
HANDBOOK
LETTERING
by WELO
FOR ARTISTS AND ADVERTISERS

Ability



The ability to draw beautifully is an accomplishment IN~ITSELF~~

"The ability to draw plain, simple letters is an accomplishment also, ~~ But of little use without the skill to compose them effectively."

lettering

Is more than a mere side line of drawing, it is an *art* worthy of *specialization* a side line is a once in awhile but "*lettering* is now in steady -*demand*". ~~

The Massing of Letters

Improvised Letter formation for body copy paragraph or page arrangement Use full round ovals condense the vertical elements ~ ~ and a slightly broken alignment adds to the unique appearance of the entire production

Good Choice of LETTERING

To a design which requires lettering.

Hand Lettering adds a grace and beauty that is as attractive as the design itself.

Carefully choose a letter to conform with the design

It's the truth!

It is more difficult to design a good page of lettering than to fill the same page with a good picture

This makes the designers problem still more difficult although not hopeless

Lettering

Men that are not familiar with a certain style will not use it, hence the lack of variety

Express your thoughts and ideas in letters through wider channels and obtain variety

Every Individual

letter must have care in the making for it has as much to do with the looks of a finished word as features have to a face.

And more care should be taken in spacing of words

Hand-craft Lettering



does not depend on mechanical perfection as its basic principle

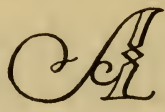
Criticism consisting of individual letter analysis according to type or the standard alphabets ~ ~ would obliterate Hand Letter-craft as an applied art.

It would have no individuality and it's real value would be lost both from an artistic and commercial viewpoint ~ ~ ~ ~

However this does not mean that basic principle should be entirely sacrificed ~



LETTERING



Title page is an undertaking only for the most skilled

The letter should be easy to read ~

The design should have balance to please the eye ~

Modern Lettering,
enlarged upon and ~
perfected through the
usages of "Art" and
Literature, is based on
the theories of Form
and Design envolved
by Ancient Romans ~
in their monumental
Inscriptions. yet!
The Form which they
attained, is unequal-
ed to date ~ ~ ~ ~ ~

Be Original

Alphabets are original only so far as individual treatment and technic alters the appearance without change of basic principle

If everything you lettered would show "individual technique", Your work would then be original and would be more in demand. Individuality predominates

THE IMPORTANCE OF THE UNEQUAL SPACING OF CAPITALS OF IRREGULAR SHAPE IS OFTEN UNDERRATED / FAULT IS SOMETIMES FOUND WITH CAPITALS AWKWARDLY FITTED WHEN THE COMPOSITOR IS AT FAULT // HE DOES NOT SEE THAT IT IS HIS DUTY TO RECTIFY SPACING THE GAPS PRODUCED / BY / COMBINATIONS OF / TYPE / HE DOES ALL HE CAN IN THE DESIGN AND FITTING BUT HE CANNOT MATERIALLY ALTER THE SHAPE OF AN IRREGULAR CHARACTER ///

Six foremost letter Artists of today

HARVEY · H · DUNN

·D·

W.D. TEAGUE

WDT

Bertsch & Cooper

LAWRENCE L. SCHALL

-Schall-

GEO. F. TRENHOLM

GFT

GUIDO AND LAWRENCE ROSA

R+R

STUDIO Needs

for

Artists and Advertisers

LETTERING

can express the following Ideas

1. *Femininity*
2. Antiquity
3. NOVELTY
4. *Command!*
5. STYLE
6. Craftsmanship
7. Conservatism
8. PERMANENCE
9. *Syncopation*
10. **RUGGEDNESS**

LETTERING

and it's meaning



OLD ROMAN

PROPRIETY

UNCIAL

SINCERITY

Gothic

DIGNITY

French Script

CAPRICE

Roman lower-case

LEGIBILITY

COMMERCIAL GOTHIC

BOLDNESS

MODERN ROMAN

MONOTONY

ART NOUVEAU

NOVELTY

Lettering For Various Occasions!

The designer is often at a loss for timely lettering such as

Announcements
Greetings ~
Novelties ~
Titles ~ ~

The five pages following show fifty smart styles

Vanity Fair

Gilbert T Washburn

Wouldn't you like

For Those Who Know

Your boy needs a

Exclusive Millinery a

Eternal Freshness

Ready for Emergen

The Aluminum Six F

A Real Performer

Fifth Avenue New 6

The Watch with the

We invite mail orders and

Softest antelope leather

Costumes Tailleur

Gorham Sterling Silver

Diamond Rings 7

Great Variety

The Most Beautiful in

Three Packer Girls

First Prize Panama

Good taste, guides.

Four of our buyers

Crane's Linen Lawn

Who Is Letter-Perfect In

Particularly accepta

La Femme Du Mon

Frank Waterhouser

The daintiness of a

At Thirty-Fifth Street

HOLEPROOF C

Líthographs

Stephens Motor C

To your favorite Paris

Its use and enjoyments

Smart Economy

Paris Importations 15

For Everywhere

Where to Live t

We'll Rally 'Round T

PIERCE-ARRO

HIGHWAY CAR

CIGARETTE SE

GRENOVILLES

WEDDING GIFTS-Illustr

ATTRACTIVE A

HAVE DECIDED VP

CRESCENT ROUTE

UNDERWOOD A

MODERN ART

LETTERING AND ARRANGEMENT



MODERN PACKAGE DESIGN

A New FIELD

Should

MEAN MORE
DEMAND
FOR THOSE
DOING THE
LETTERING
AND DESIGN

LETTERING *results*

COMMANDING EFFECTS OBTAINED BY THE USE OF *HAND-LETTERING* ADDS TO THE DISPLAY QUALITY OF MODERN PACKAGE DESIGN

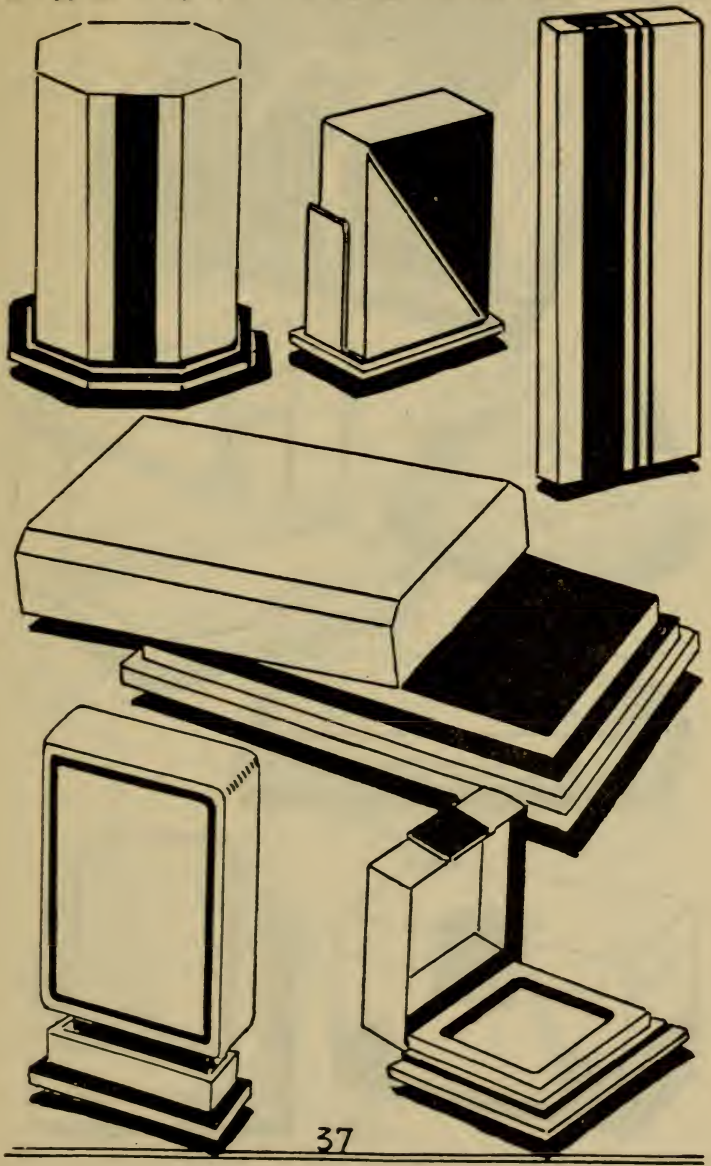
Those

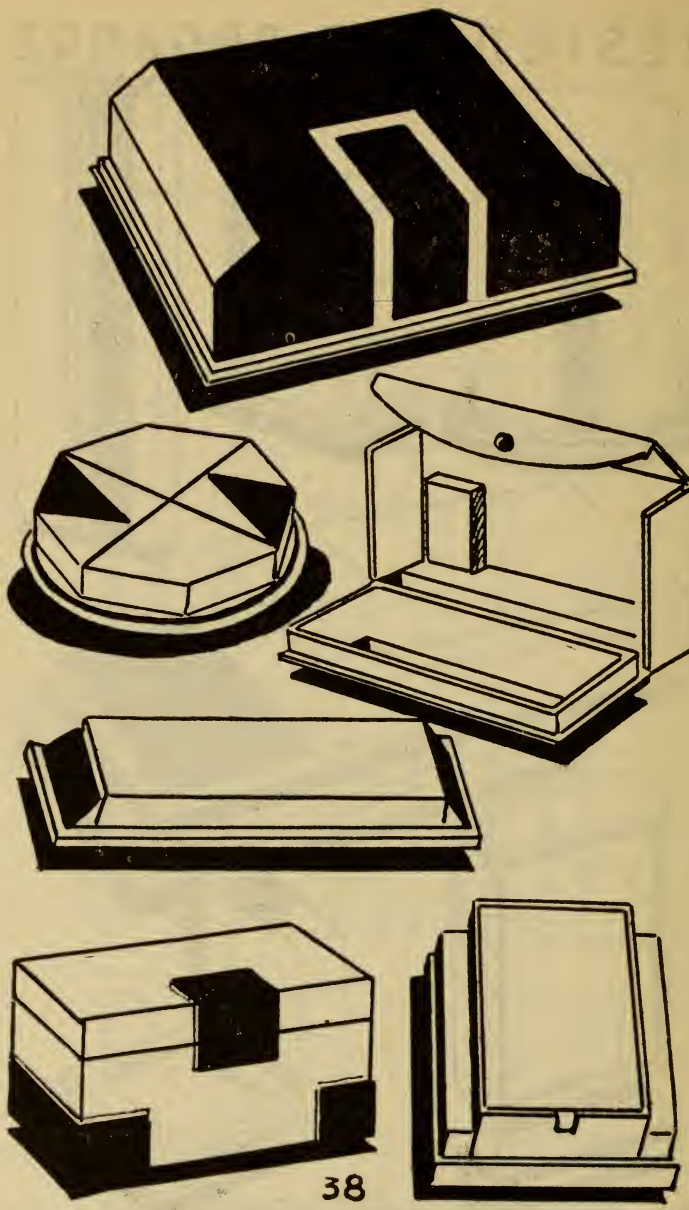
INTERESTED IN

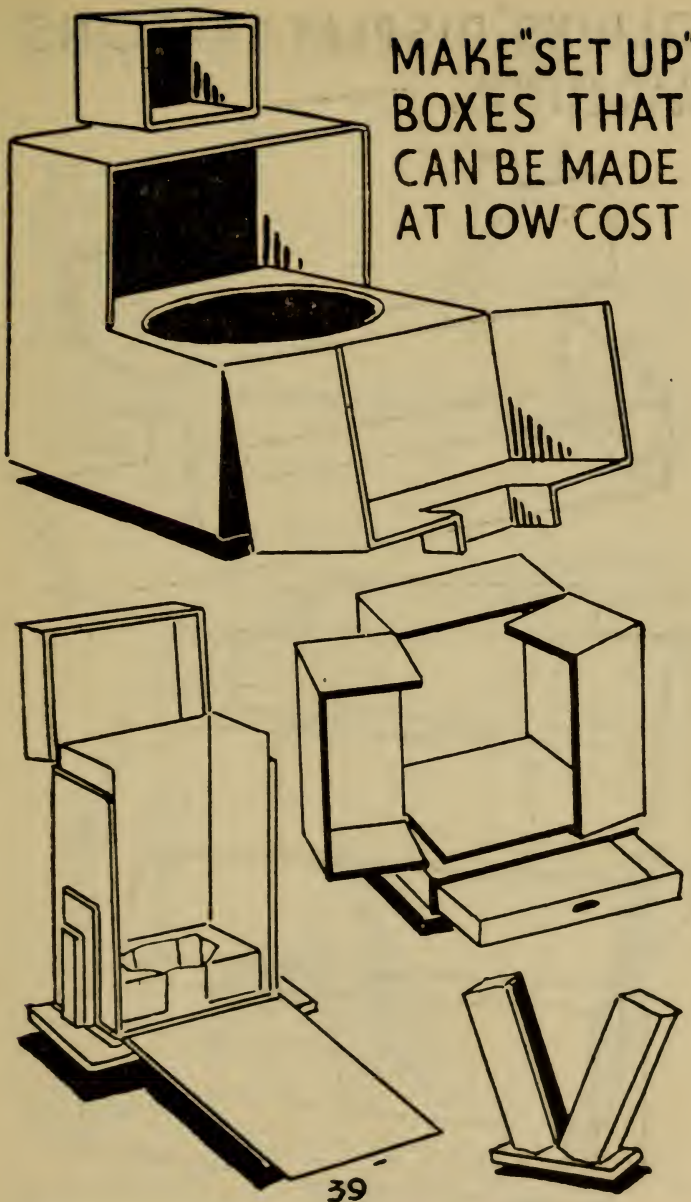
MODERN PACKAGE DESIGN

SEE PAGES THAT FOLLOW

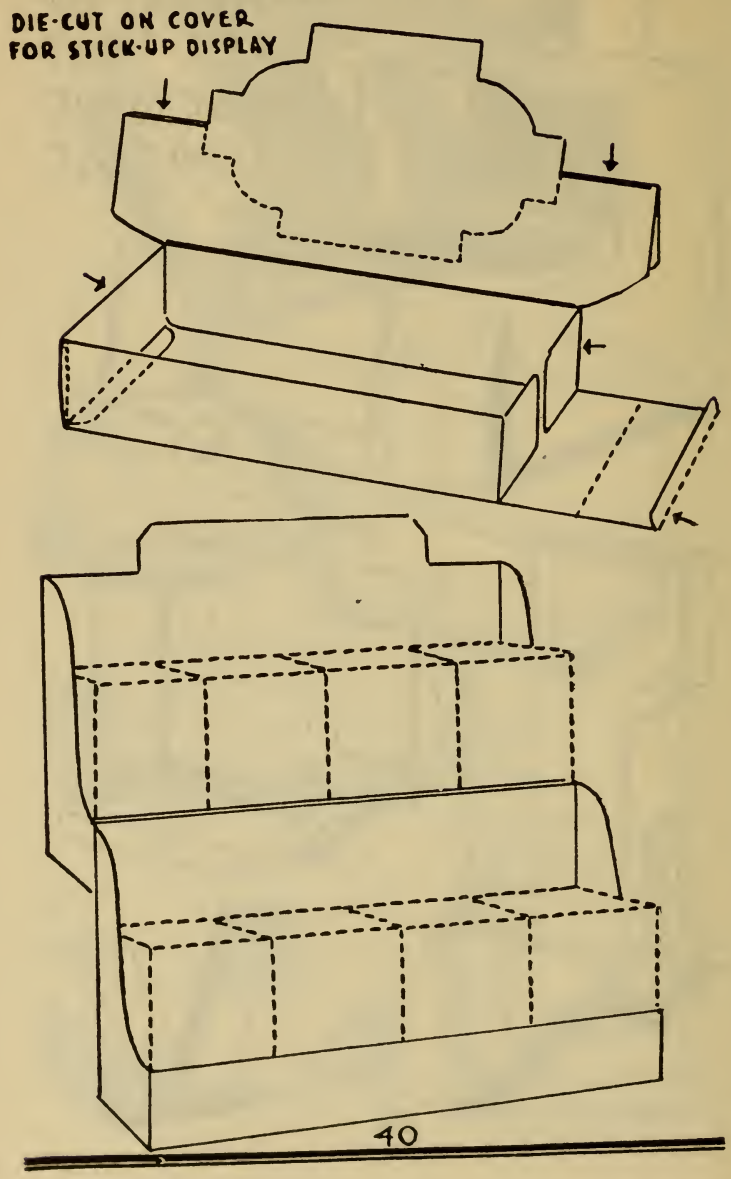
DESIGN THE PACKAGE



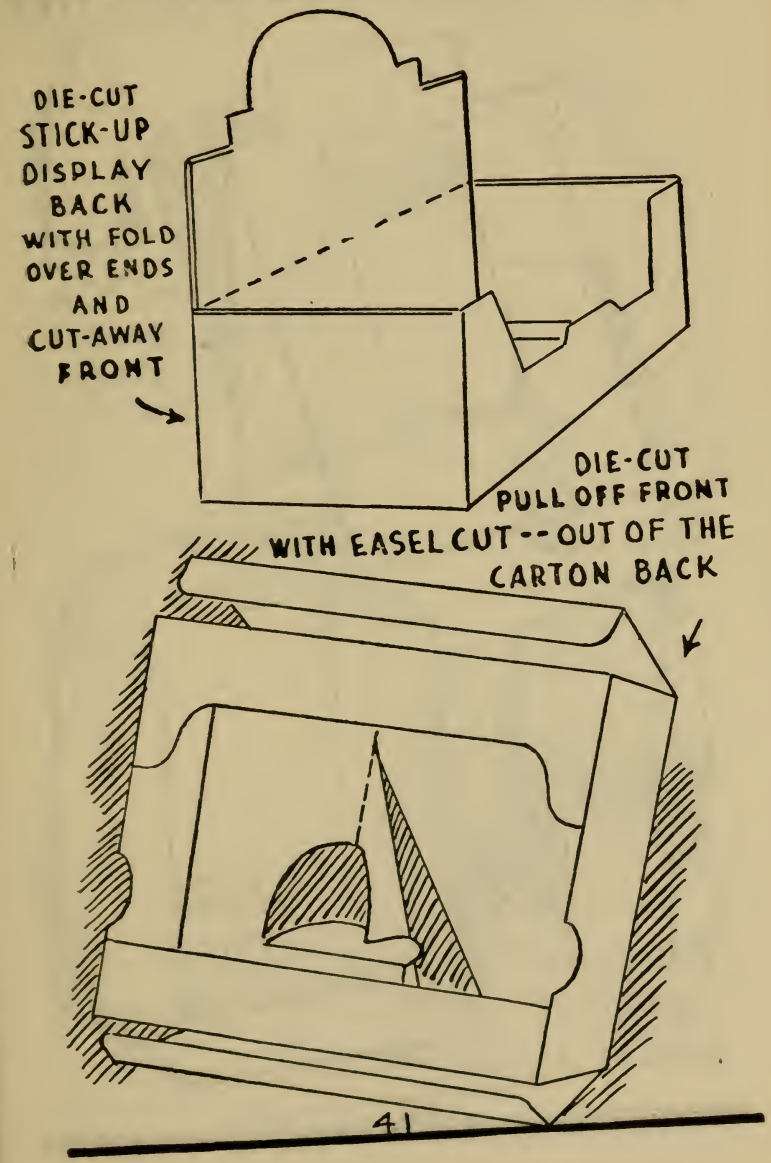



MAKE "SET UP"
BOXES THAT
CAN BE MADE
AT LOW COST

"FOLDING" DISPLAY CARTONS

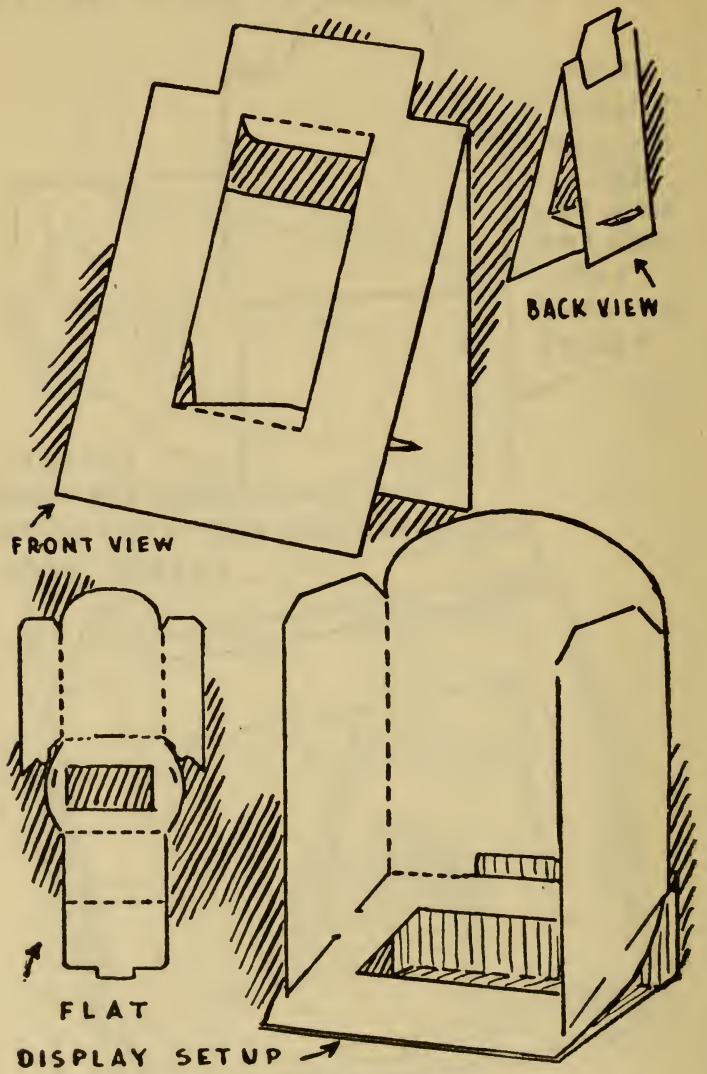


"FOLDING" DISPLAY CARTONS



SELF-EASELED • COUNTER DISPLAYS

DIE-CUT AND SCORED • FOR SHIPPING FLAT

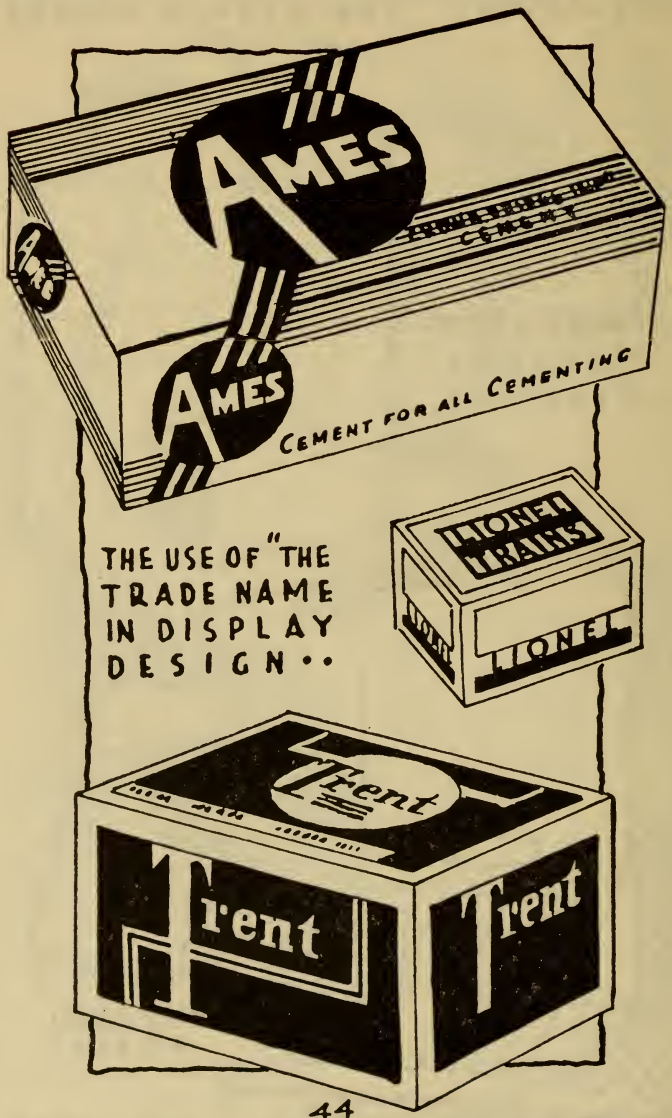


SELF-EASELED COUNTER DISPLAYS

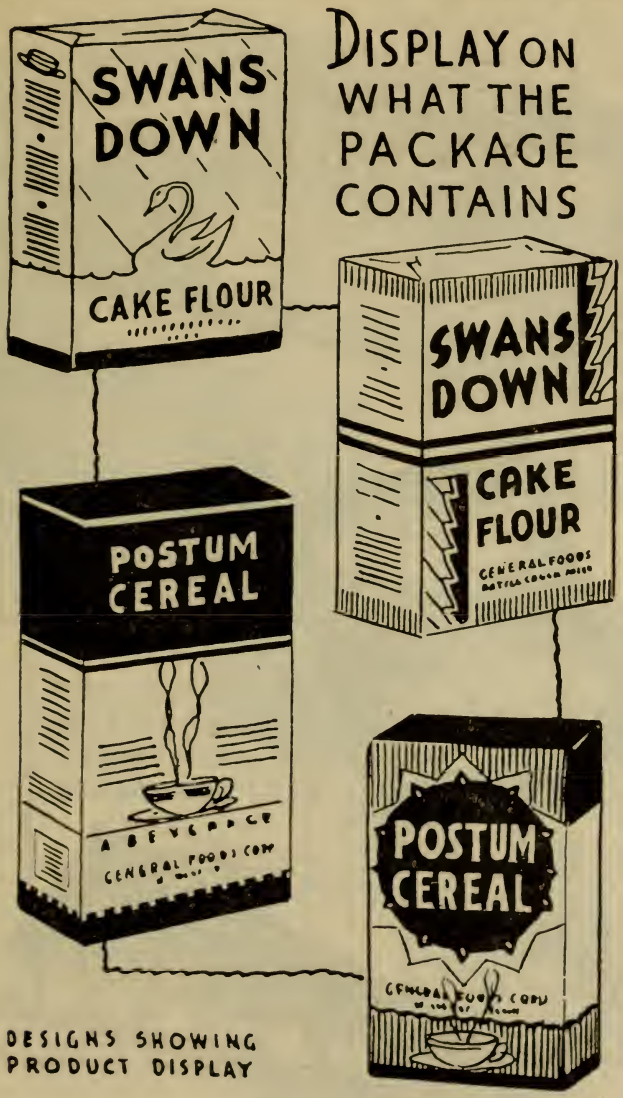
MADE LARGER • • FOR WINDOW DISPLAY



DESIGN ON THE PACKAGE



DESIGN ON THE PACKAGE



DESIGNS SHOWING PRODUCT DISPLAY

DESIGN ON THE PACKAGE



DESIGN ON THE PACKAGE



DESIGN ON THE PACKAGE



DESIGNING LABEL DISPLAY



THE ARRANGEMENT OF • • • • • HAND LETTERING IN THE STUDY OF DESIGN • • • IS AN ART THAT TYPESETTERS CAN NOT OBTAIN

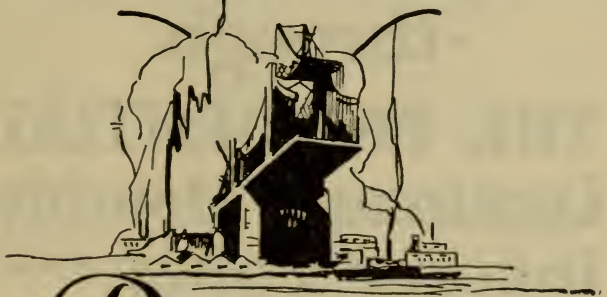


Direct ~ from the ~ Tea Garden to your ~ Tea Pot


Why not
all
Dealers
have it
LOOK
READ
HERE
tomorrow

Saving the Morning for Business!

The SUPER-SERVICE



Panama

53

"LETTER" STRENGTH
This Shows Judgment

The first of every month will bring a check to your beneficiary as long as he or she lives -through

THE PRUDENTIAL
Continuous Monthly Income Policy ~



TRADE-MARKED
LUMBER
PRODUCTS

Now
Include the Four
Most Useful
Building Woods

Douglas Fir
Cal. White Pine
Oak
Southern Pine



summer

Xcursions

California
Colorado
New Mexico
Arizona
and the National Parks

20th Century Limited

The accepted way of making the overnight journey between Chicago and New York

Fresh

CALIFORNIA

BARTLETT PEARS

NOW

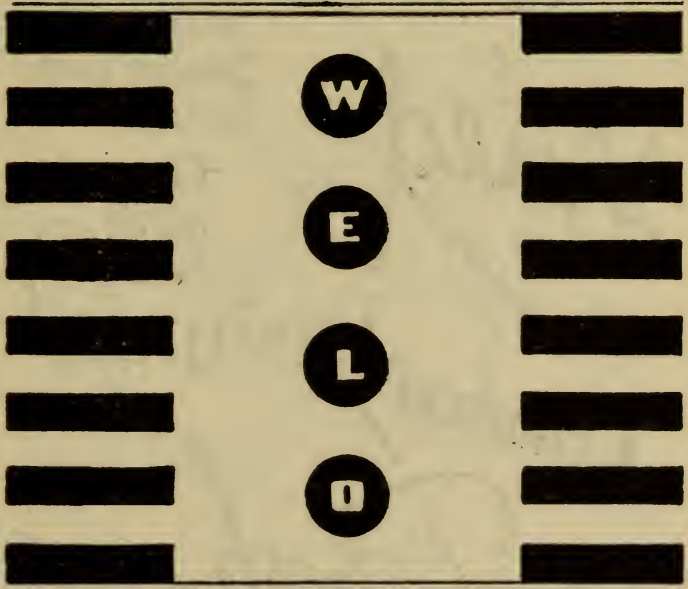
for a fresh Start



BUY THEM BE-
FORE THE SEASON
IS GONE

buy them by the dozen

LETTERING THAT COMMANDS



effects—that Command!

NOW

Knit? flavor!

This Smaller Tooth Brush—

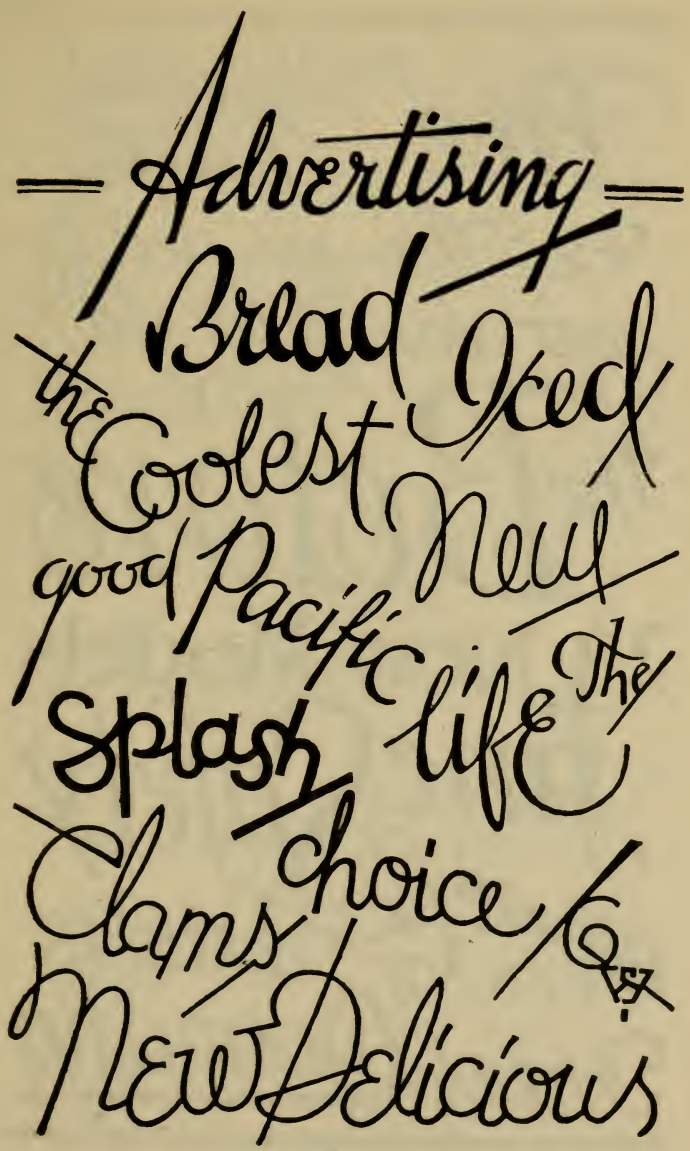
Dried .. *Cleans teeth better!*

Dishpan!

Crushed!

—quick!

Free! Fresh


Advertising
Bread
Iced
the Coolest
good
Pacific
New
Splash
life
The
Clams
choice
New
Delicious

Free Beautiful Now! Use

& Are you letting your skin grow old?

The Before

23 New Models

fine Safety

Refined for Disks

Free! Lycoming

Genuine Now! Call for
my secret How?
that never fades
hour! fair!
Announcing—
Drink more milk If!
figures? "a sensible habit"
Speaks! Zero!

The Utility Coupe!

The True Blue

ruined

for real enjoyment

Keep fit

Ask for

Eat!

Steel Throughout

quality

you can taste!

California!

for Lunch

Freckles at "THE QUITTER"!

The Where ever you go.

Restful Lounge Car

the Great!

Smart but durable Springs

best way to begin

later ~ Fine

Which? Radio ~

new Southwest

Fall Gain!

EVENT efficiency

bran Ask

The best way to California winter

mail this New!

for you!

The New Vogue in Shirts

Classmates!

Beneficial and "fresh"! California's finest

Will it be the HOME of your dreams? Grated

mornin'!

Your to enjoy!

The exactly! The Charm

Pineapple Pie

Banish thirst *The*

THRILL YOU SO

Punctures repaired

Here is

It loads like

trimness

the pen

"None Better Obtainable at Any Price— Costs You Less"

68

Ready Real Boys
this-Danger!
Harvey
Springs
Pipe
Perfect
The New
Free to you!
Object—
Take Advantage

This is the Right way!

send for this, catalog



69

Whipped
Everyweek
Type Nine
Perfected
File! of Are
With
New Vital
Because
Prefer Unit

perfect

New!

A Three and One-half Minute Talk With ~

for JOHN D. MORPHY

Satisfaction ~ History!

Sifter Vanity

FREE

Three Sale

3 for $1 Fall right

Men! For. one

Furniture!

Matched

Nifty Flapper Styles

LOOK For STYLE

Take GUARANTEED Unbeatable!

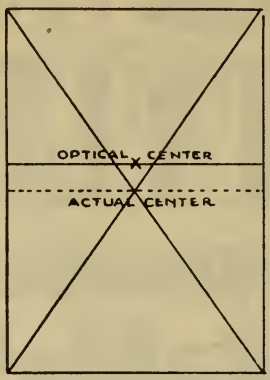
Two Great Sensational!

A Pretty Hat Million YEAR!

"Congratulations"

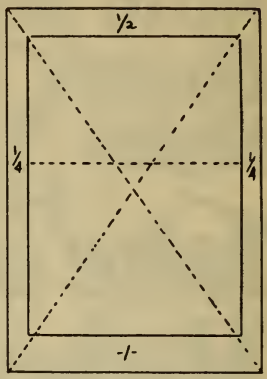
Specials!

Frocks for Flappers-



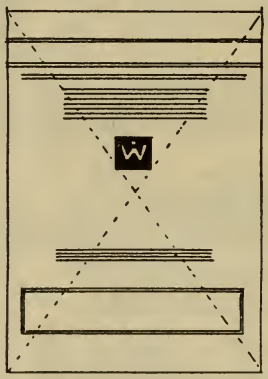
WHERE THE EYE STOPS

GENERAL LAW OF CENTER
THE OPTICAL CENTER IS ABOVE
CENTER, LAW IS THE REASON



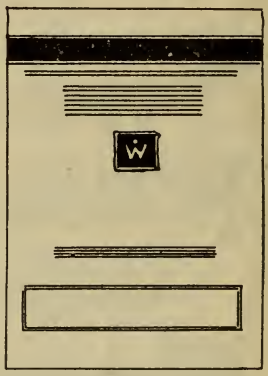
MOST PLEASING MARGIN

MARGIN- IS TO HAVE THE
WIDEST AT THE BOTTOM THE
TOP NEXT- THE SIDES ALIKE



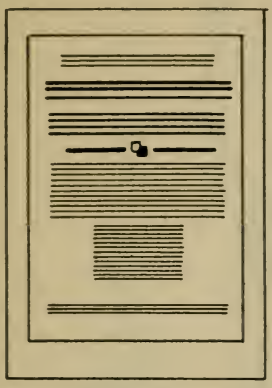
A PLACE FOR BLACK

ON THE OPTICAL CENTER
IS A SPOT FOR SOLID BLACK
OR A LITTLE TOUCH OF COLOR

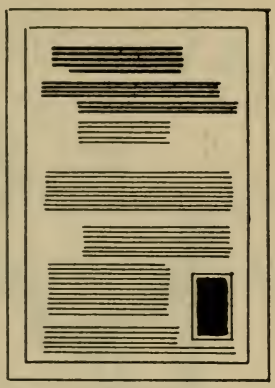


HEADING OF A PAGE

THE HEADING IS WHAT
THEY WANT SEEN (FIRST)
SO WE MAKE IT (BLACKER)

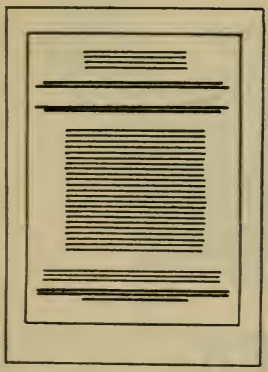


IN GOOD BALANCE

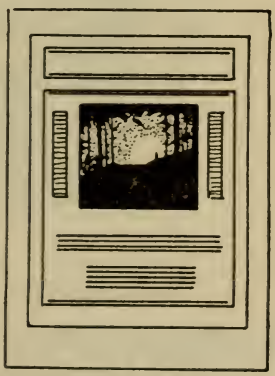


POORLY BALANCED

A BADLY BALANCED PAGE OF LETTERING FAILS PRIMARILY IN IT'S OBJECT BECAUSE IT DISTRESSES THE NERVE THROUGH THE SIGHT.



VERY GOOD BALANCE

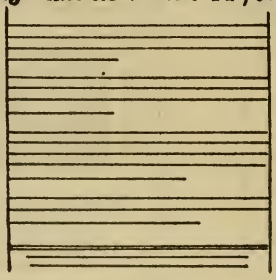


PICTURE BALANCE

IT PUTS THE EYE OF THE HUMAN BEING OUT OF LINE WITH THE LAW OF GRAVITATION THE APPLICATION OF THE LAW OF GRAVITATION TO THE EYE IS CALLED BALANCE.



Rugs "like new" after 14 years



The HOOVER

Big Advertisers find pen technique an assent to the campaign. Drawings for Advertised products such as the Hoover Electric Cleaners. Take on New life because of Resourcefulness of Artists.

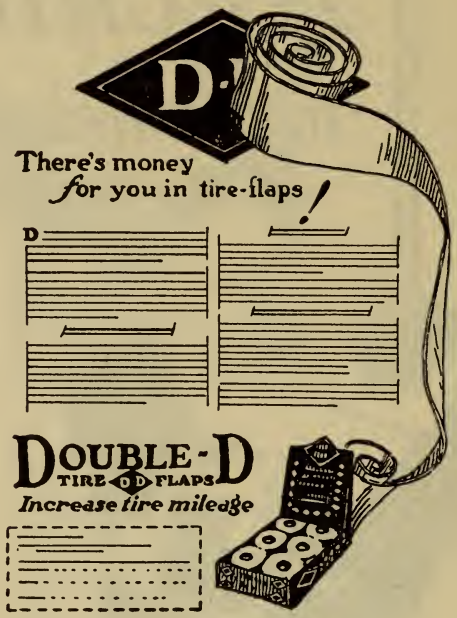
W

Listening

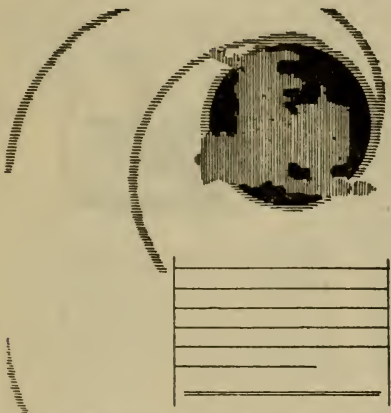
– to the melodies of the masters



THE ABOVE ILLUSTRATION ATTRACTS THE EYE BECAUSE OF THE *ANGLE* FROM WHICH *THIS* DRAWING WAS MADE • • • DRAWN FROM AN ELEVATION · *THEREFORE IT COMPELS THE PUBLIC TO* STOP AND LOOK

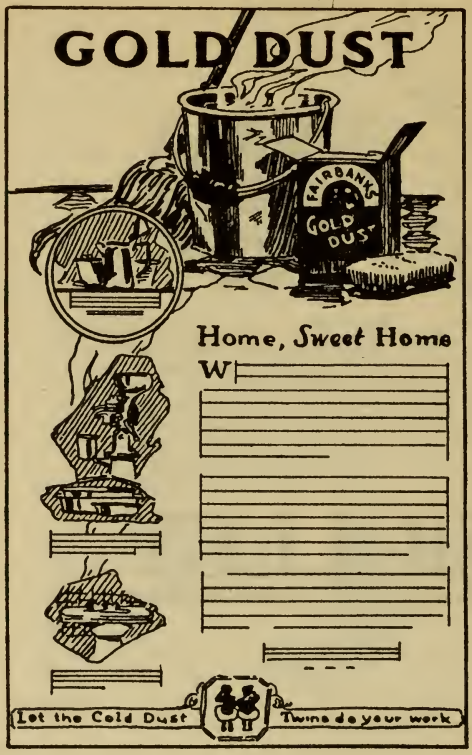


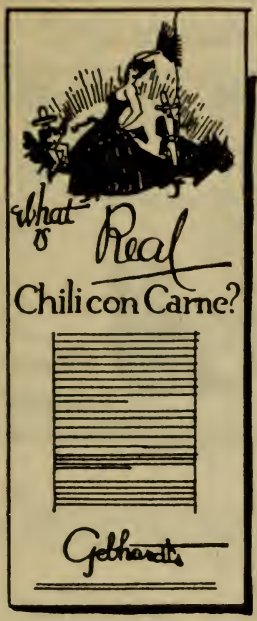
The purpose of this "LAYOUT" is to lead to the container and coupon



Two gray lines make the point to be emphasized the bull's-eye of the advertisement

W

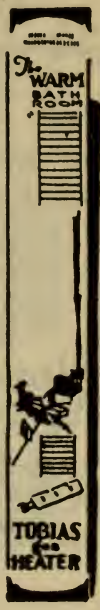

GOLD DUST
FAIRBANKS
GOLD DUST
Home, Sweet Home
W
Let the Cold Dust
Twins do your work

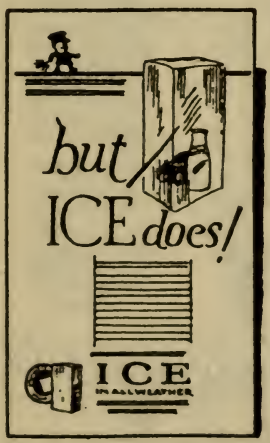


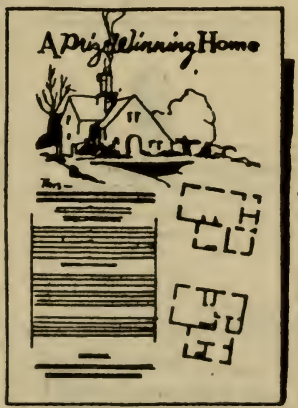


A few more!

THESE LAYOUTS SHOW GOOD PICTURE AND COPY BALANCE



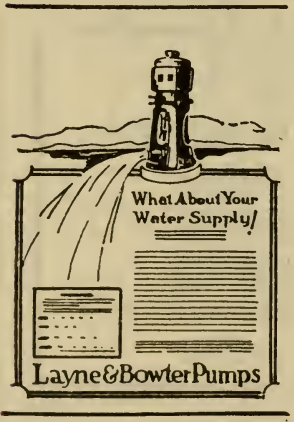


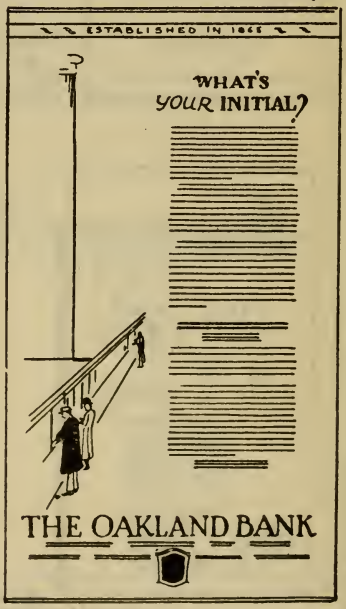


"These also have "QUALITY"









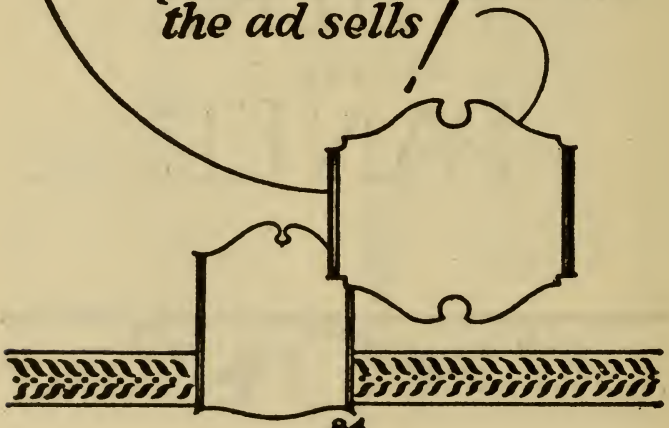
HOW WHEN WHY *and* WHERE *to use a* PANEL

The ad that sells

To accomplish this the Designer must be a student of composition, and good balance.

This layout must catch and hold the public eye.

With the aid of panels and lettering which commands, he can carry the eye to different points of interest. And the ad sells!





THE PANEL HAS BEEN OF GREAT VALUE TO OBTAIN *BALANCE AND COMPOSITION* IN THE ABOVE LAYOUT · THE BIRD TAKES THE EYE OUT OF THE PANEL

Whole Panels

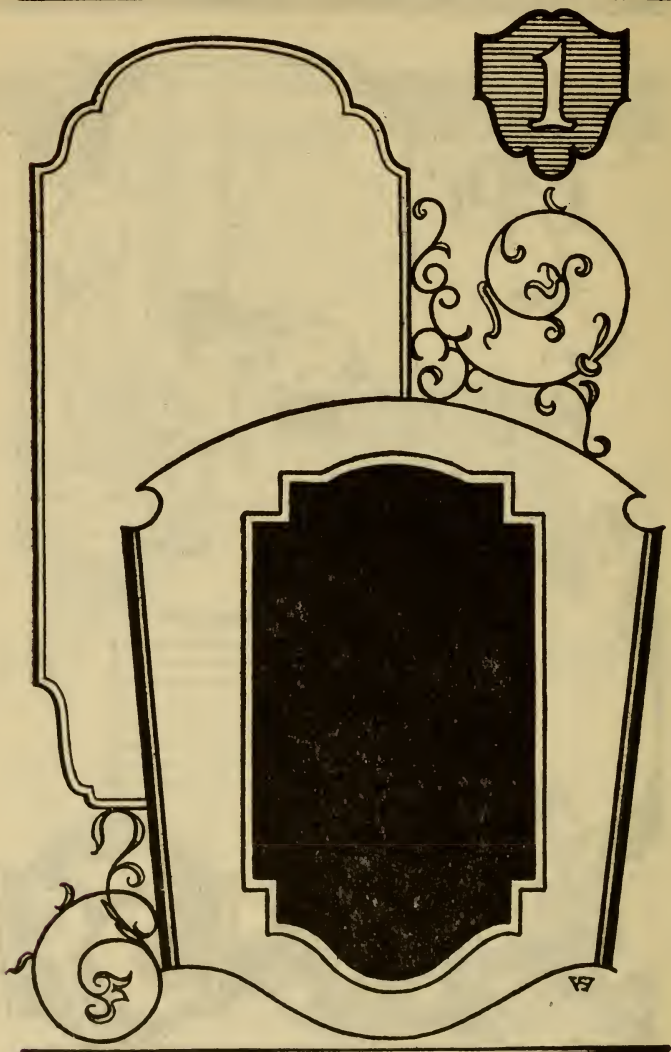
Panels and their many Uses!



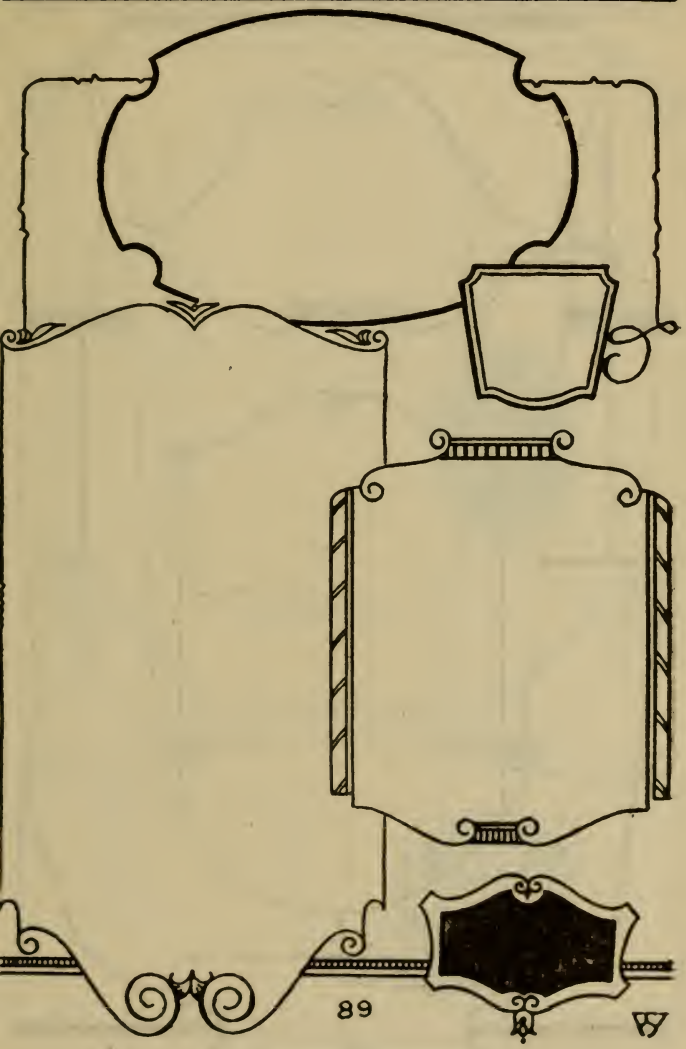


Panels are very helpful in getting good Balance to Layouts

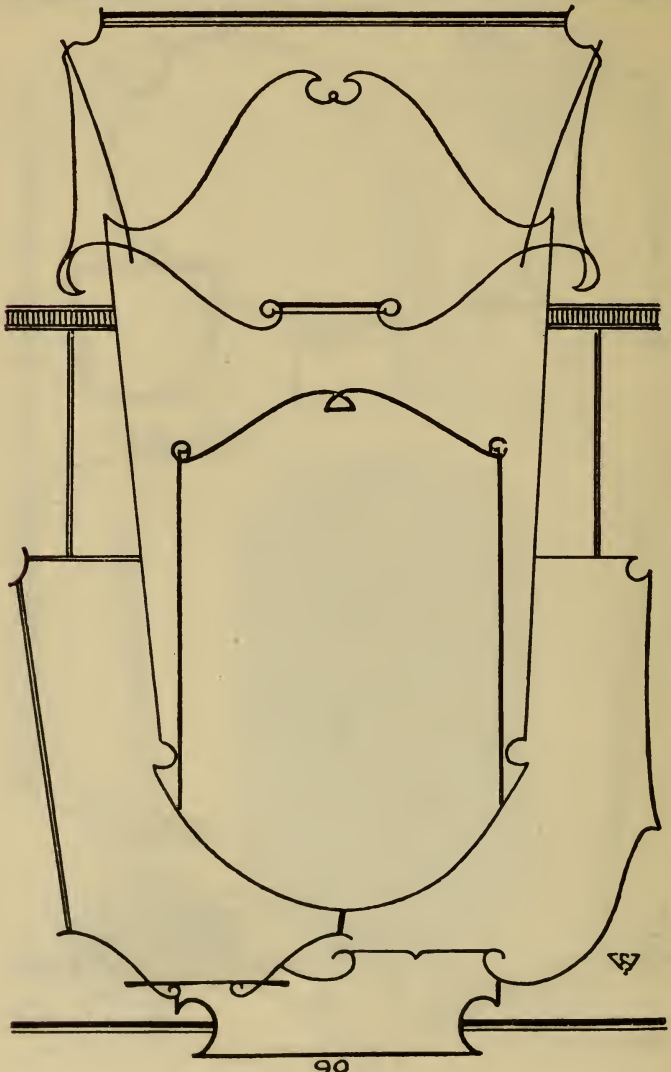

Tops
for
Tots!
5¢

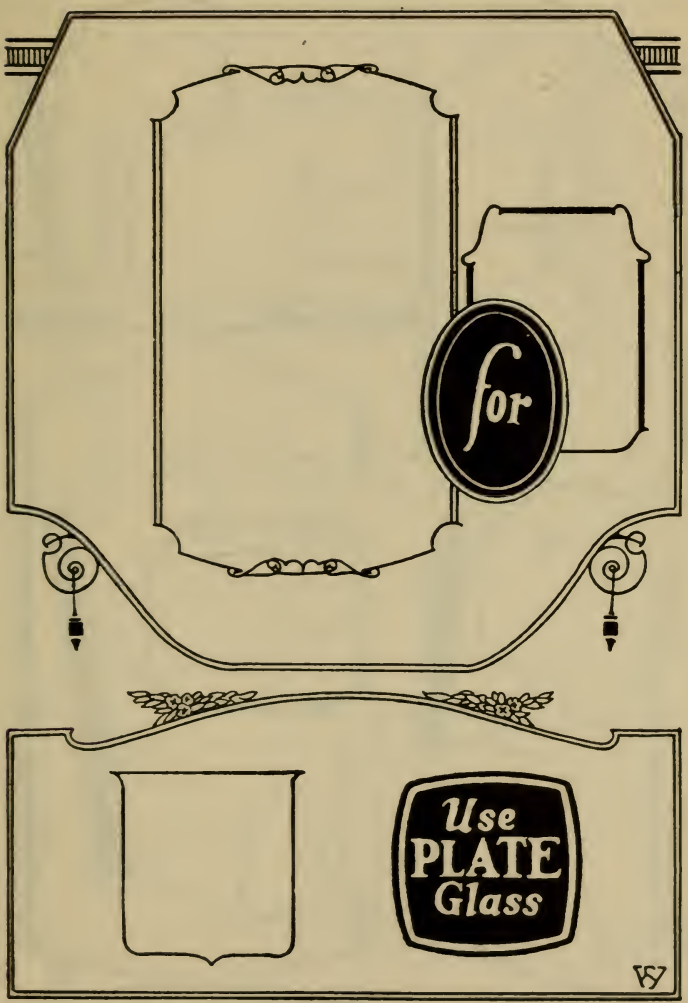

1

Panels

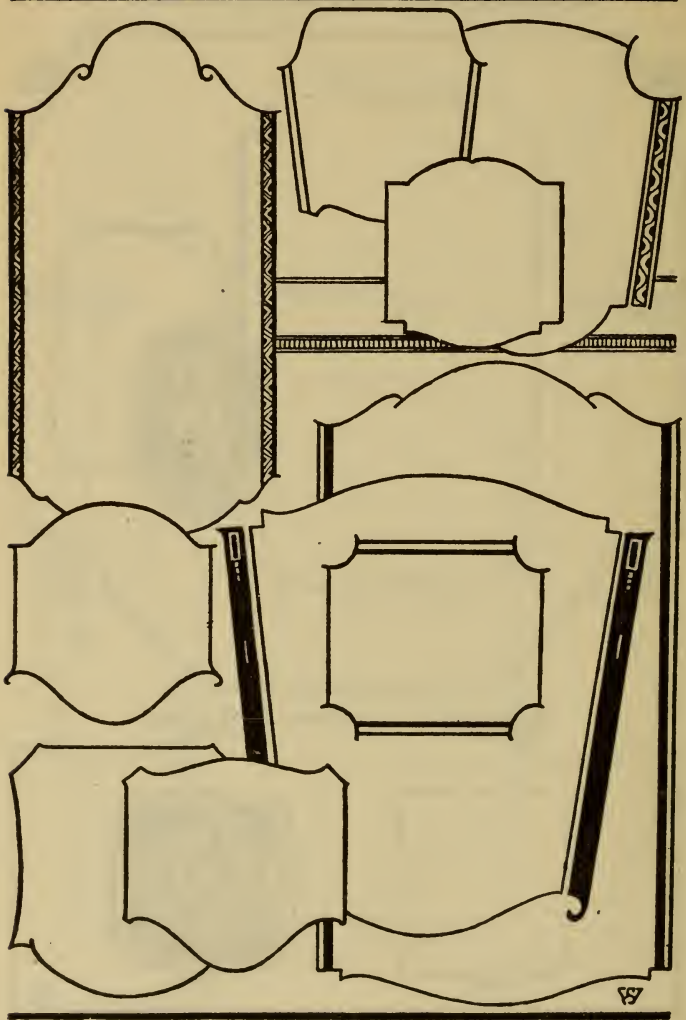


PANELS

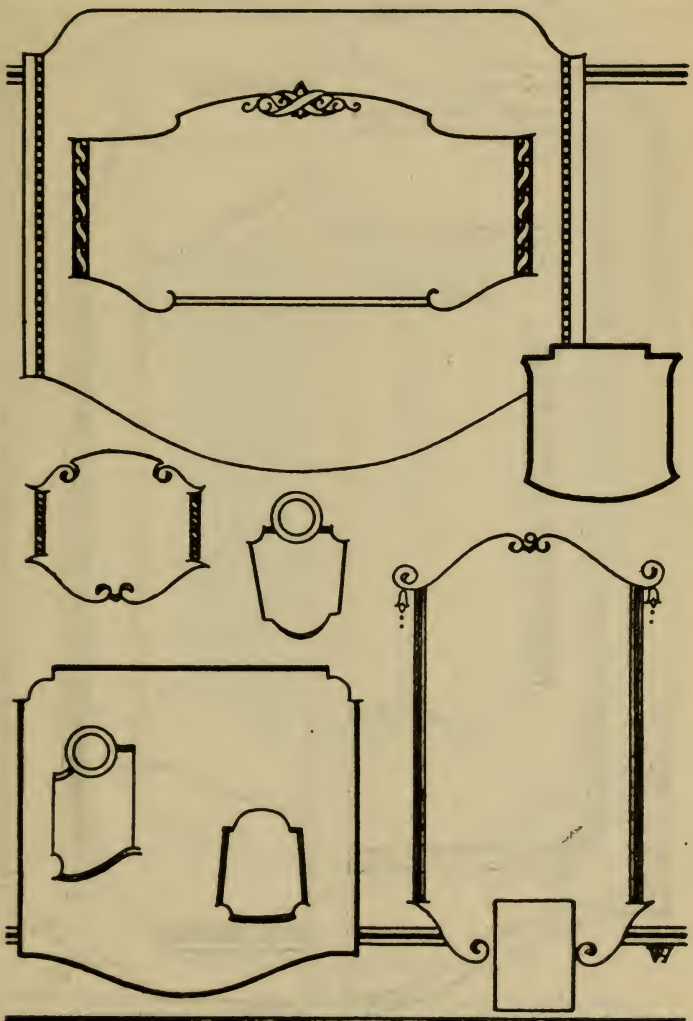



for
Use
PLATE
Glass

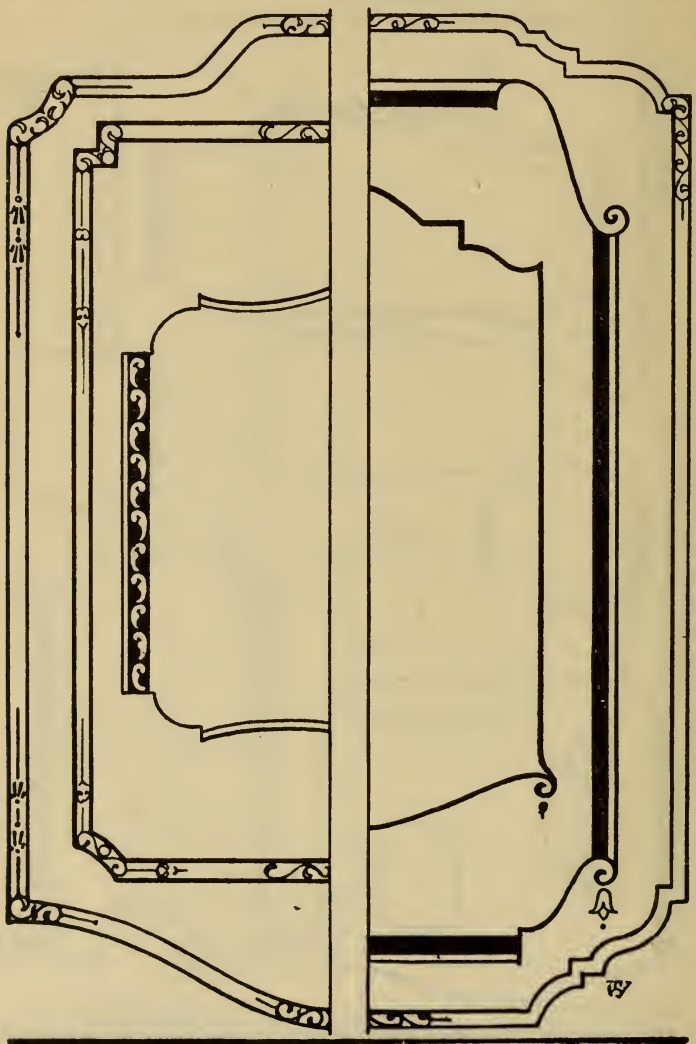
Panels



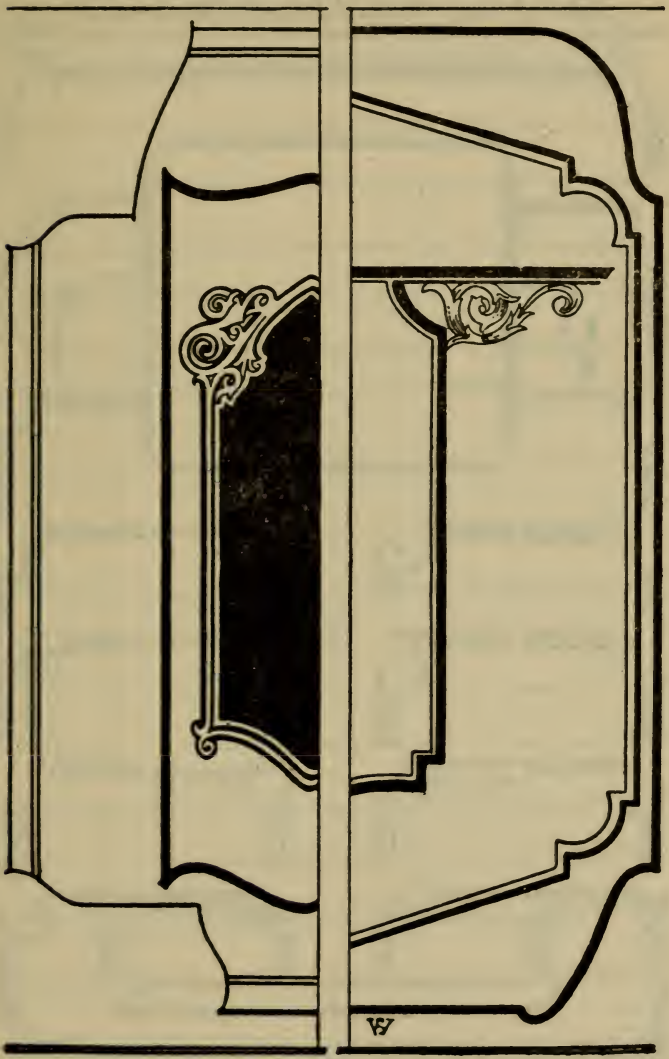
Panels



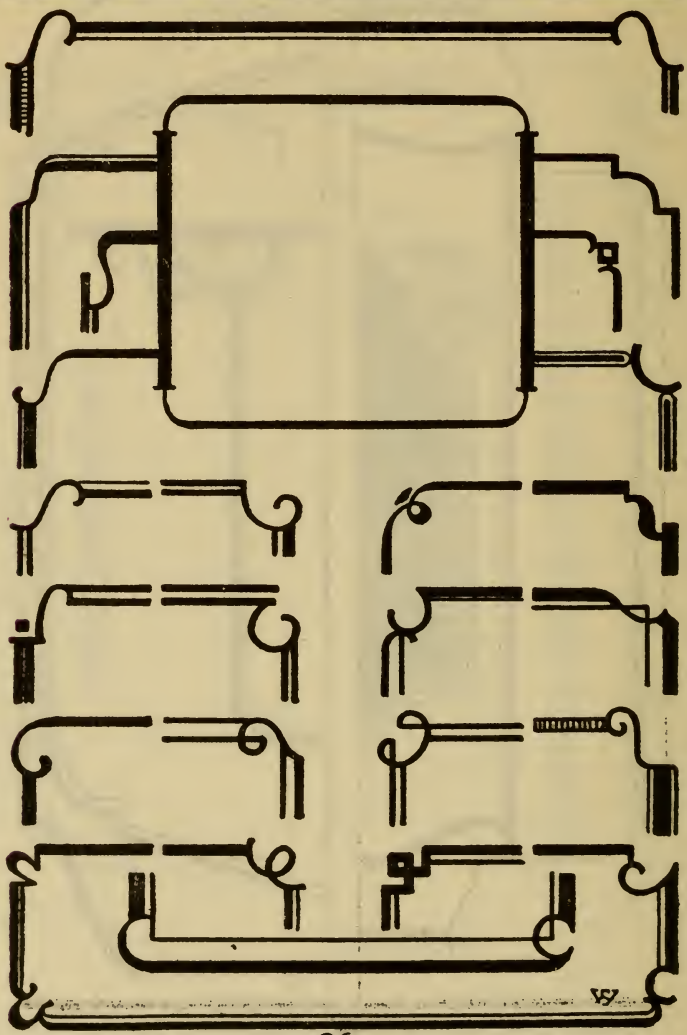
Half Panels " "



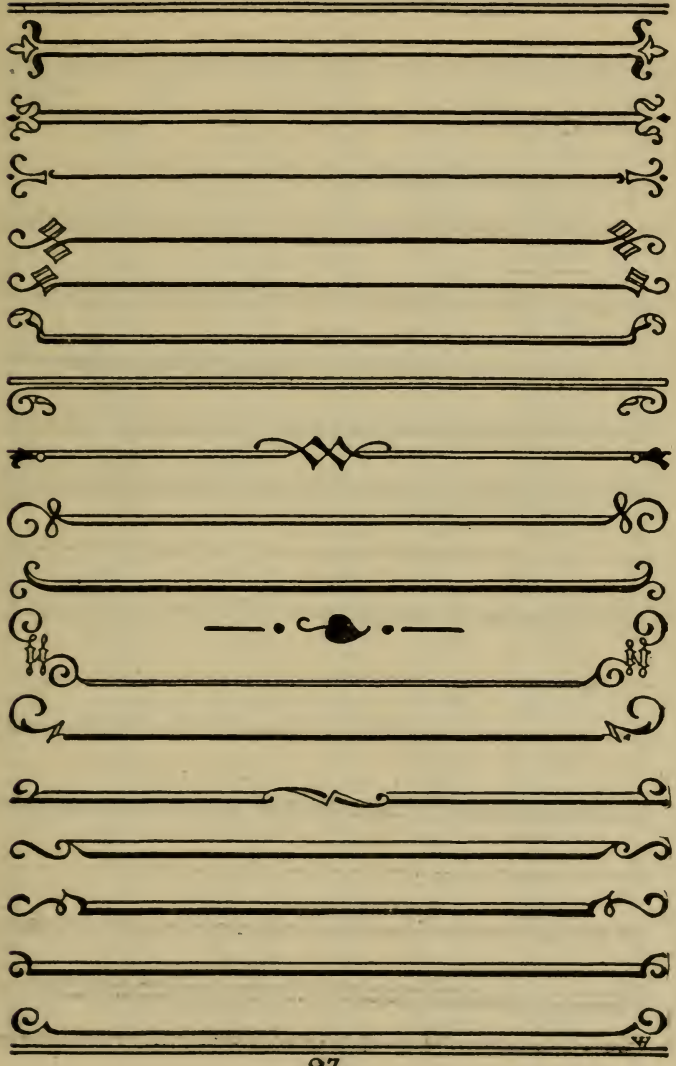
Half! Panels



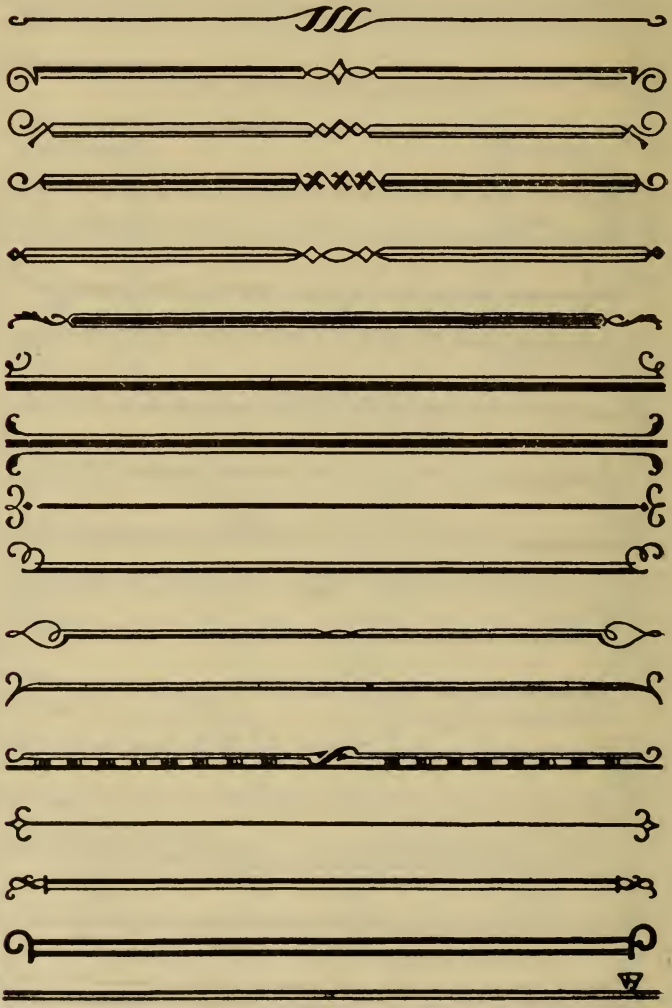
BOX CORNERS



Page Rules



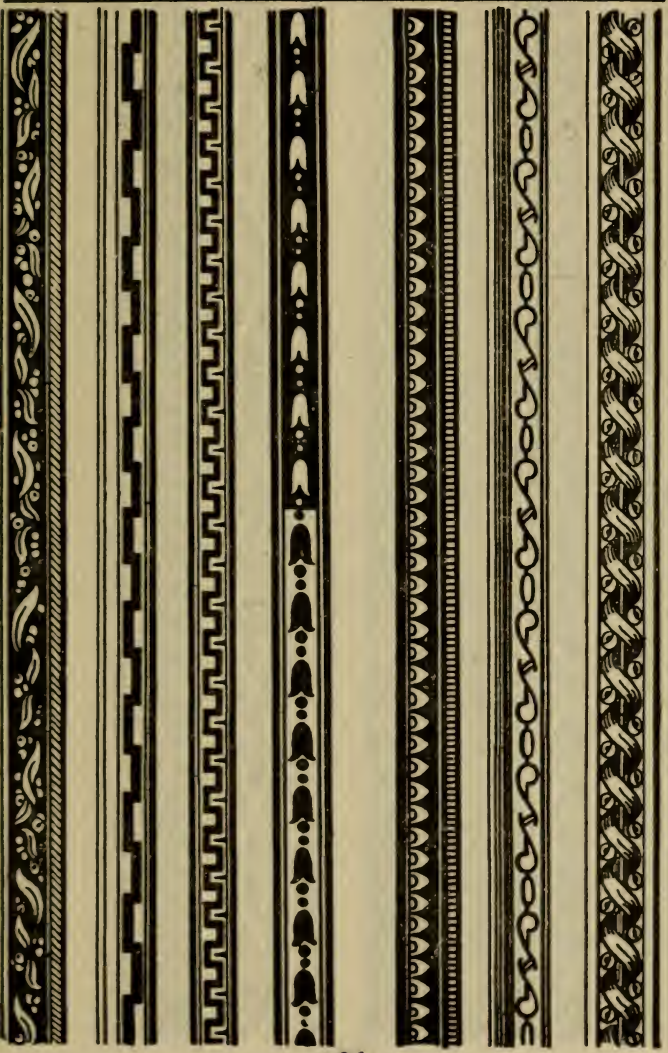
Page Rulers



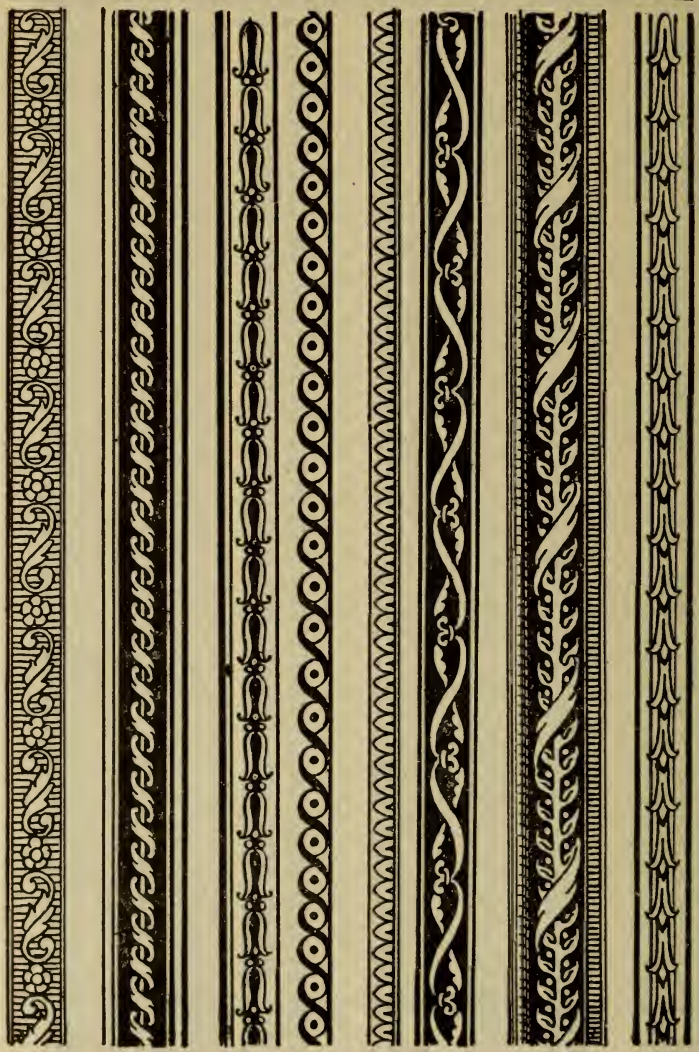


Border Suggestions

Border Suggestions



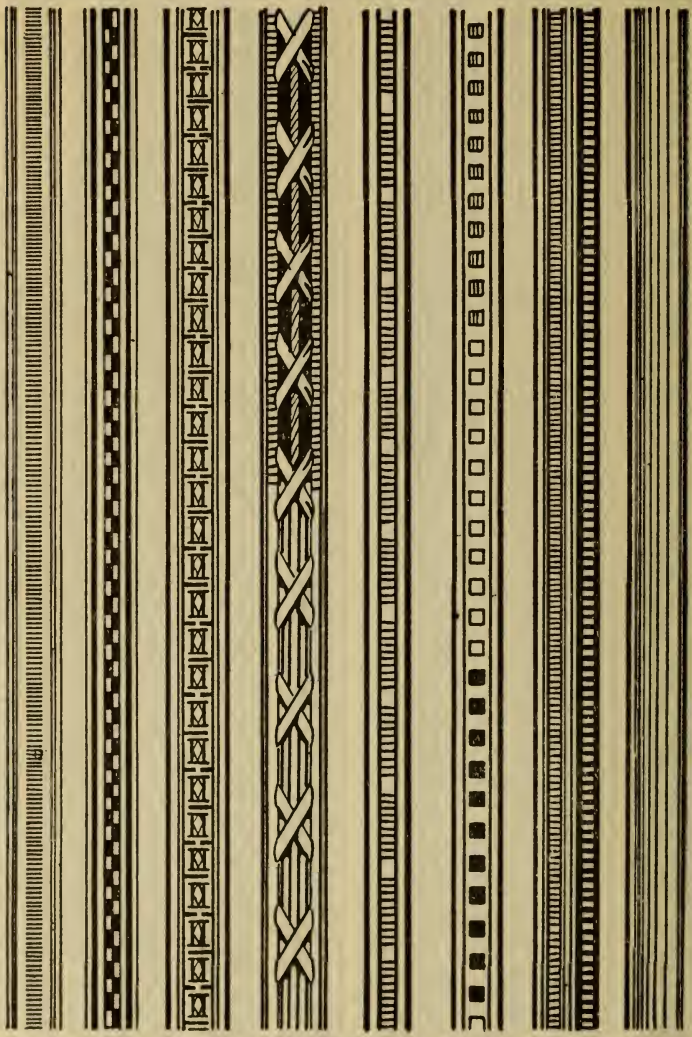
Border Suggestions



Border Suggestions

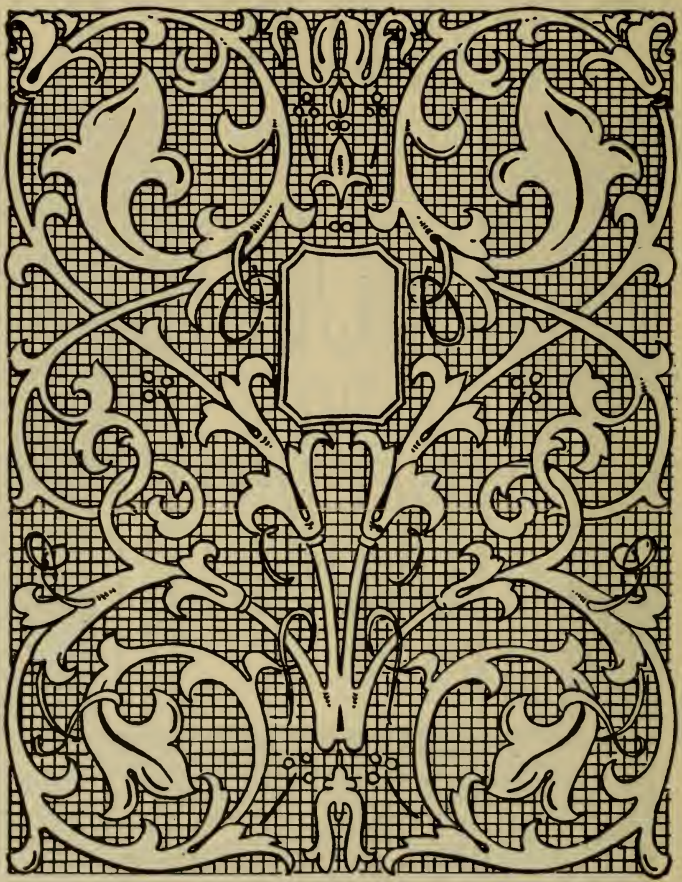


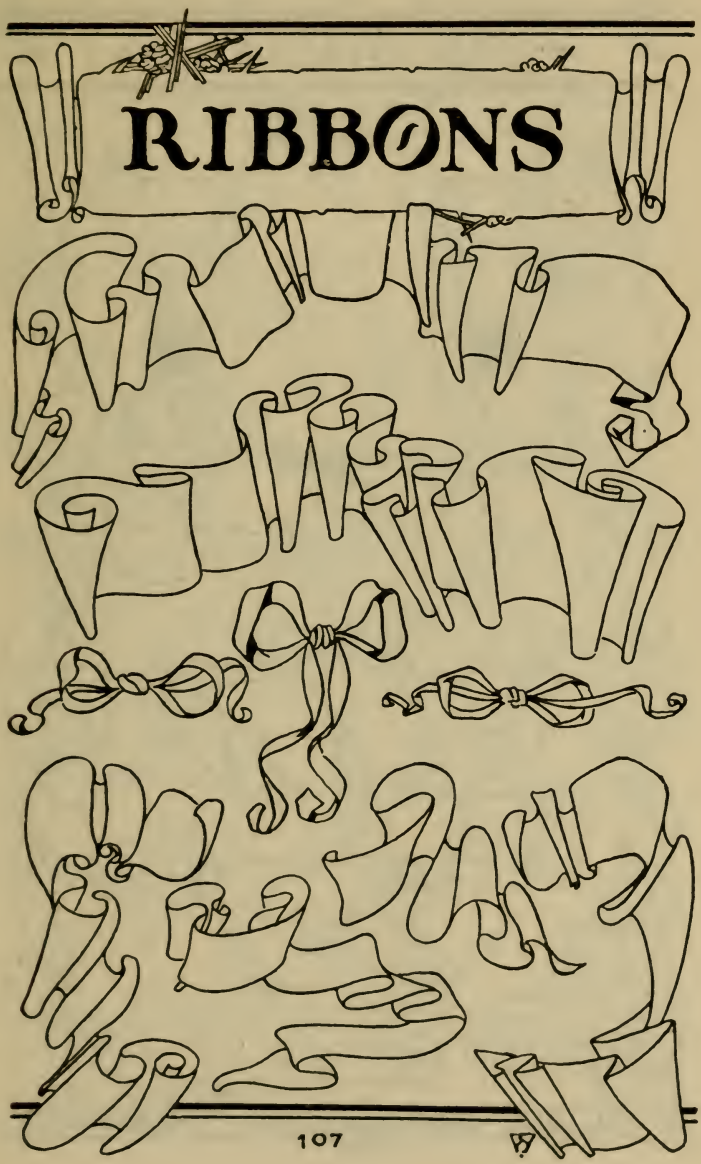
BORDER SUGGESTIONS




ORNAMENT
SHOWN
in
DESIGN
105

ORNAMENT

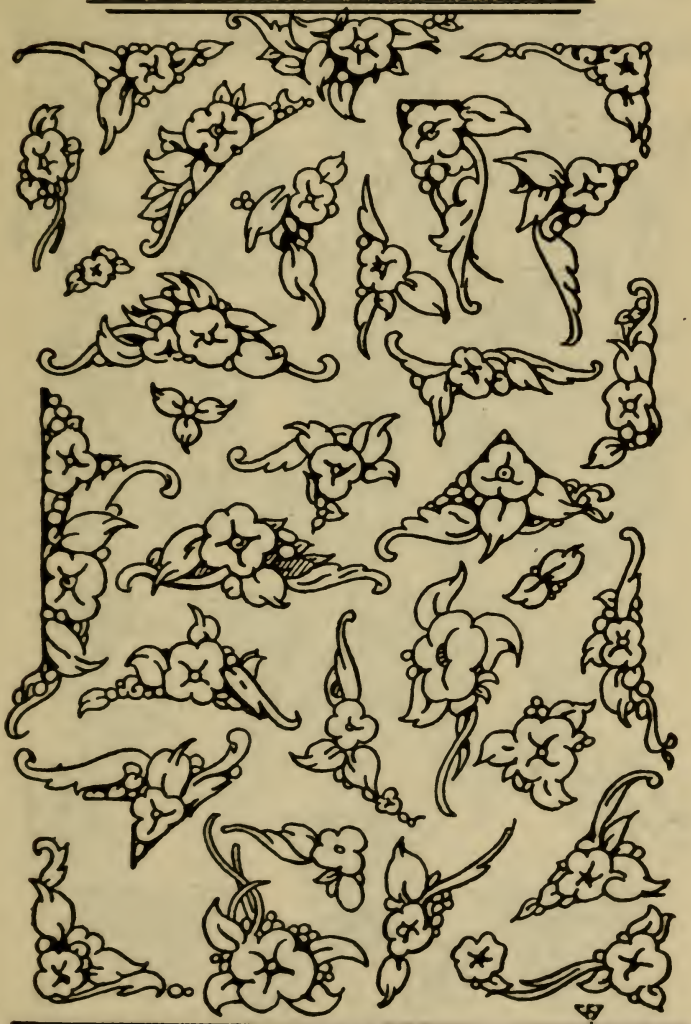



RIBBONS

Ribbons



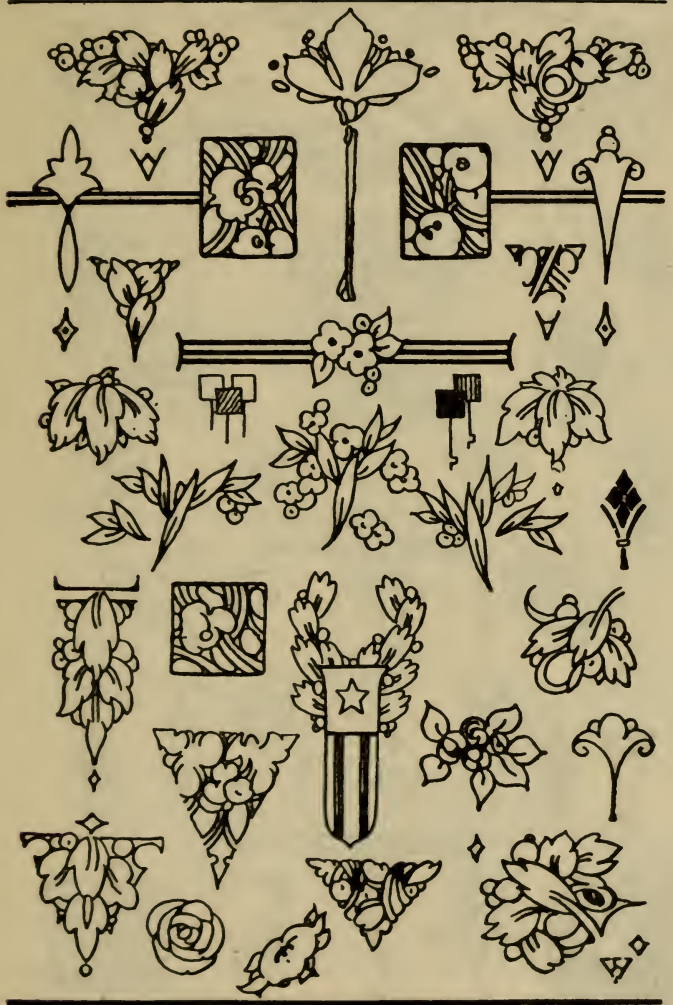
DINGBATS



DINGBATS



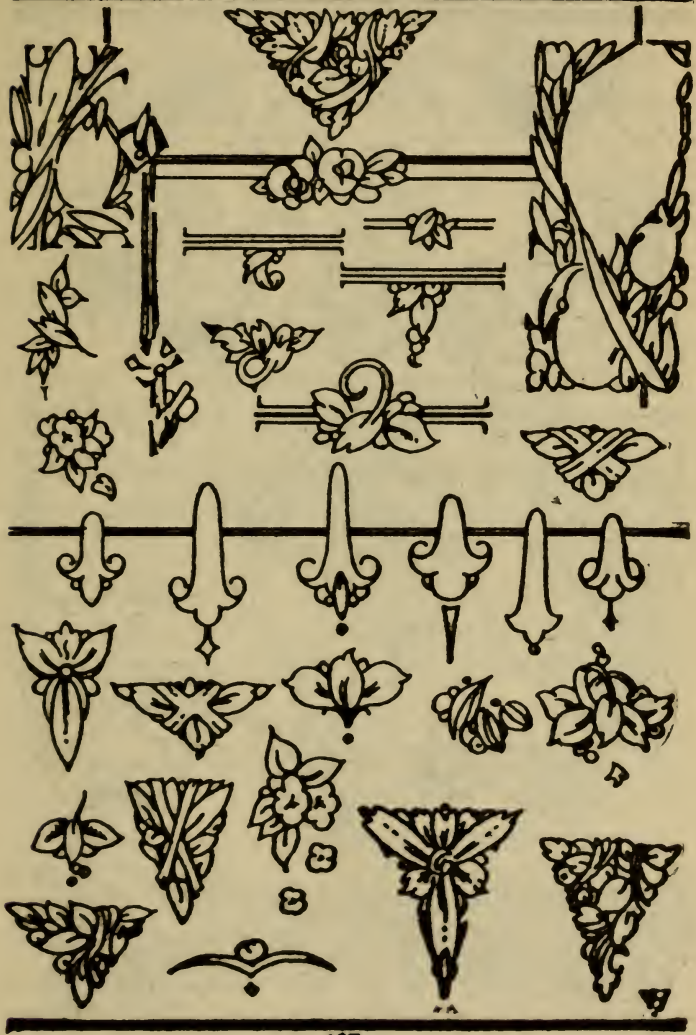
DINGBATS



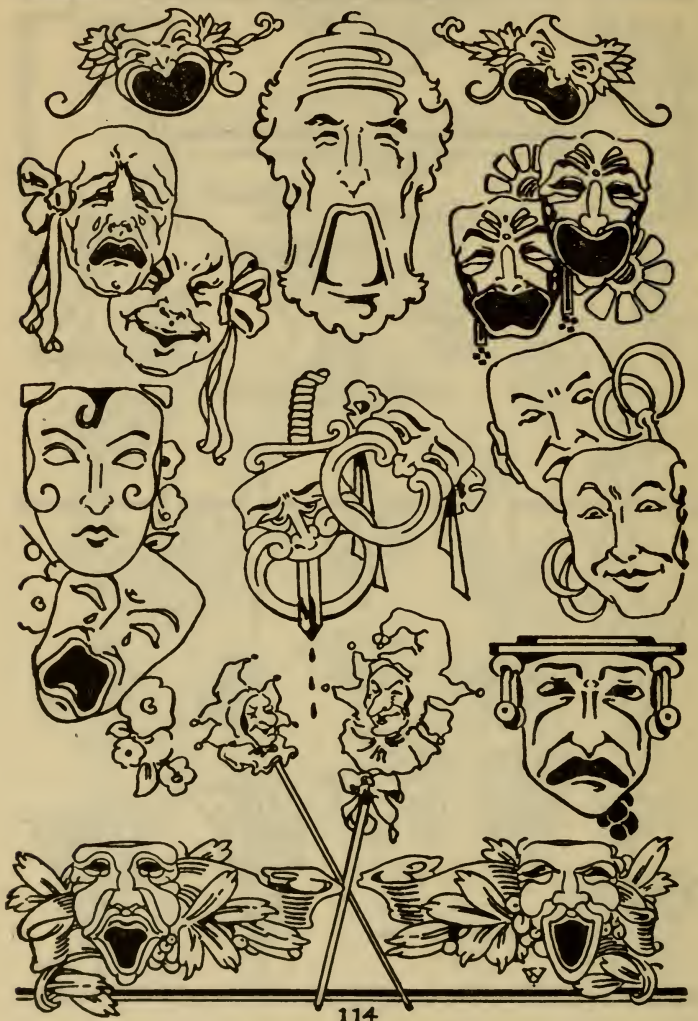
Dingbats



DINGBATS



MASKS



The Printers Rule

He measures ··· *up and down*
His width is · *one or more columns*
His height is in · *Points, Picas, Ems and Agate lines* ·····

There are	72	Points	to the	*inch*
" " "	12	"	"	"	a	*pica*
" " "	6	Picas	"	the	*inch*
" " "	6	Ems	"	"	"
" " "	12	Picas	"	"	*col.*
" " "	14	Agate lines	"	"	*inch*

one Agate equals 5½ points ····

He finds the number of lines of *type* to the inch, by dividing 72 by the *type size* in points.
"*Example*," (8 *point type used*)
(72) divided by (8) equals (9) lines
Type sizes run from 3½ points to 72 points high. ·····

One column newspaper is 12 picas or (2) inches wide, ··
Magazine columns are more

"*Example*" Copy space 4 columns wide - 140 lines deep, ~ equals a spaee 8x10 inches. When type size is not mentioned ~ ~ ~

Point Faces

1 POINT

2 POINTS

3 POINTS

4 POINTS

6 POINTS

8 POINTS

12 POINTS

14 POINTS

18 POINTS

24 POINTS

AND 30-36-42-48-60-72-POINT FACE TYPE

Most used Type Characters

THESE ARE 48 POINT TYPE FACE

Artcraft ~ ~ ~

Caslon Bol -

Cheltenham -

Cooper ~ ~ ~

Cooper Bl

Goudy Bold

Goudy Italic

Parsons ~ ~ ~

Caslon Ital.

Publication Sizes

Publication	Page Size
American Magazine	7 X 10 3/16
Good Housekeeping	" "
The Literary Digest	7 1/4 X 10 13/16
Life ~ ~ ~ ~ ~	8 X 10
Country Life	8 1/4 X 12
Motor ~ ~	" "
House AND Garden	8 5/16 X 11 1/4
Vanity Fair ~ ~	" "
Vogue ~ ~ ~	" "
Motor Life ~ ~	8 5/16 X 11 5/16
Saturday Evening Post	9 3/8 X 12 1/8
Ladies Home Journal	" "
Country Gentleman	" "
Womans Home Companion	" "
Newspaper ~ ~	17 X 21 1/2
24 Sheet Billboard	11x25 feet

Sketches drawn ~ inch to the foot



ROMAN LETTER

119

The letters themselves are a development from the Arabic and Greek, and later, the Roman. The letter we call Roman is the most beautiful in existence, and forms the basis for nearly all civilized alphabets. It reached a very high development in inscriptions on tombs and monuments in ancient and mediaeval Rome and Italy. It has been adapted and modified by nearly every type founder or letterer.

The Roman letter used in the English speaking nations has come down to us through the Italians and through the Germans it has grown into the modern German-Gothic, a letter which is very strong and heavy and solid, but lacking in grace or elegance.

The different national temperaments are well expressed in the type of lettering each uses. The graceful, light, and vivacious script came from France.

Roman has been brought to its highest modern development by the Englishman Wm. Caslon, and the heavy blackface type is distinctly German. W.

The Roman Letter

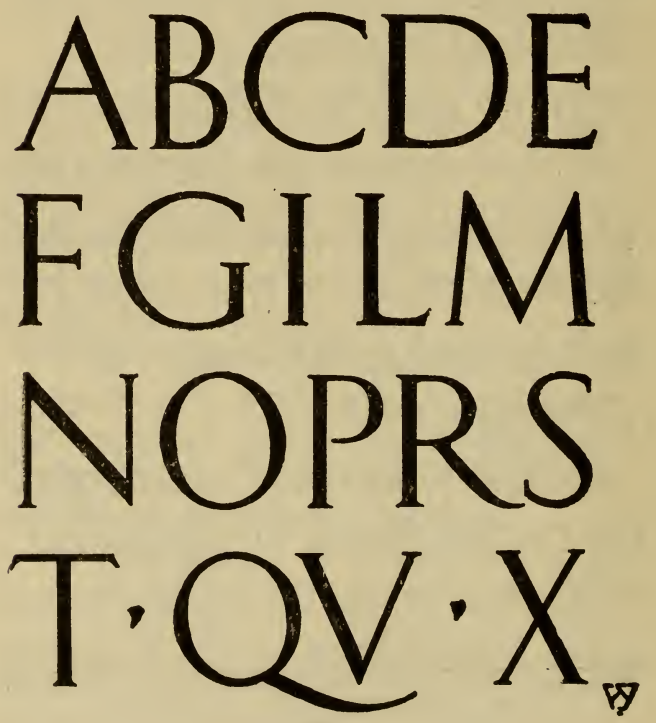
Is the most difficult to compose into words artistically, spacing of the letter plays a great share in the results.

Even color in lettering is obtained by keeping as near the same area of white between each letter as possible.

Letters may be widened or condensed to help fill the awkward hole.

OLD ROMAN

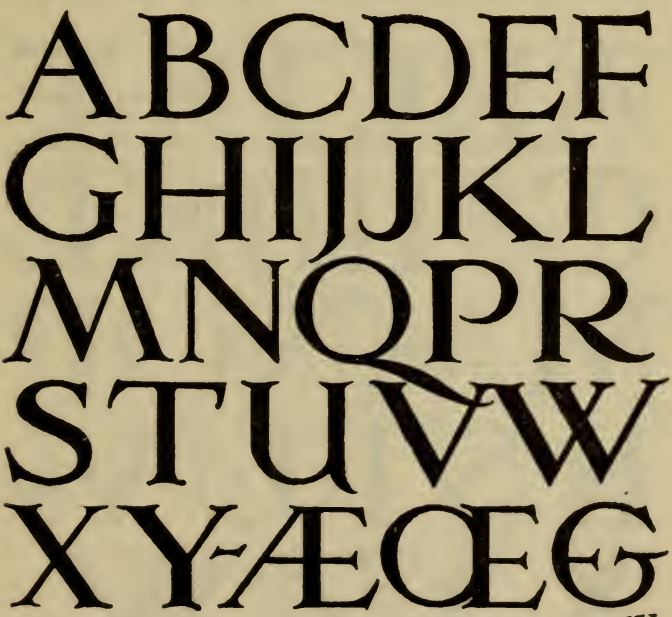
The letters on this plate were drawn from a photograph of a portion of the inscription at the base of the "Trajan Column" at Rome, dated (114 A.D.)



"ROMAN"

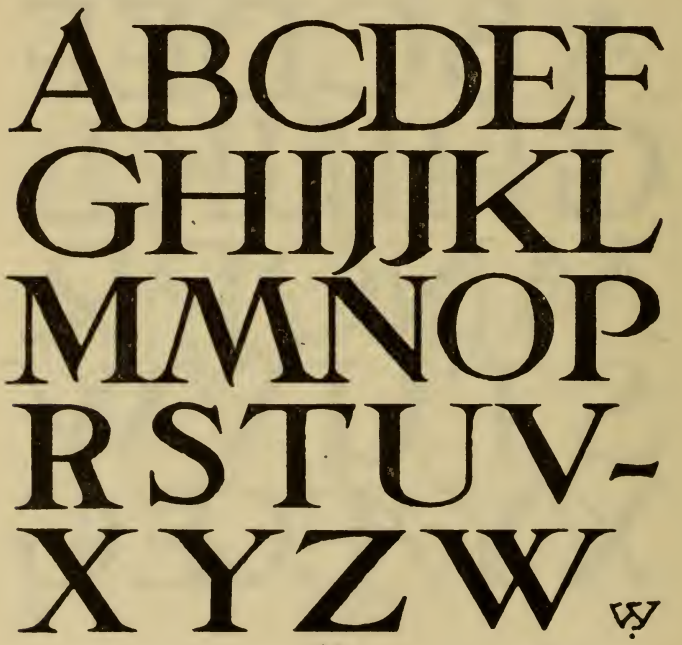
This alphabet of Capitals founded on the letters of the inscription on the base of Trajan's Column, Rome, erected between 106 and 110 A.D. The characters not given in the inscription are supplied, together with the Æ, Œ, and &.

This alphabet, though following the Trajan letters closely, has many points of variance. There is more difference in the proportion of the thick and thin strokes than in the original.



ROMAN

These Capitals are based on the inscription on the monument of the Emperor Henry VII (Henry of Luxembourg) in Campo Santo, Pisa by Tino di Camaino, a pupil of Giovanni Pisano, dated 1315. Many of the letters of this inscription are superior in form to those of the Trajan inscription. The round letters are fuller and more smoothly rounded.



ROMAN

These Capitals made for this special alphabet careful parallel studies of the types of Joannes Spira and Nicolas Jenson from the editions of Pliny, printed at Venice, That of Spira in 1469, Jenson's in 1476, And from Cicero's Epistles, printed by Jenson in 1470. The letters as they appear are the best of the essays, and are, different in detail from any existing type.

ABCDEF
GHIJKL
MMNOP
RSTUV
& Œ

GOTHIC

We find this capital a valuable one in the designing of monograms and ciphers; for title, motto, or inscription.

The general proportion of the letter is that of many of the illuminated initials found in manuscripts of the fifteenth century. The base of this alphabet comes from the *Champfleury* of Geofroy Tory, printed at Paris in 1529.



Old English


ABCDEF
GHIJKL
MNOPQ
RSTUW
XYZ&V?
abcdefghijkl
mnopqrstu
vwxyz1234

OLD ENGLISH



A B C D E F G
H I K L M N O
P Q R S T U V
W X Y Z abcdef
ghijklmuopqrstuv
wxyz1234567890
ABCDEFGH
IJKLMNOPQ
RSTUWYZX

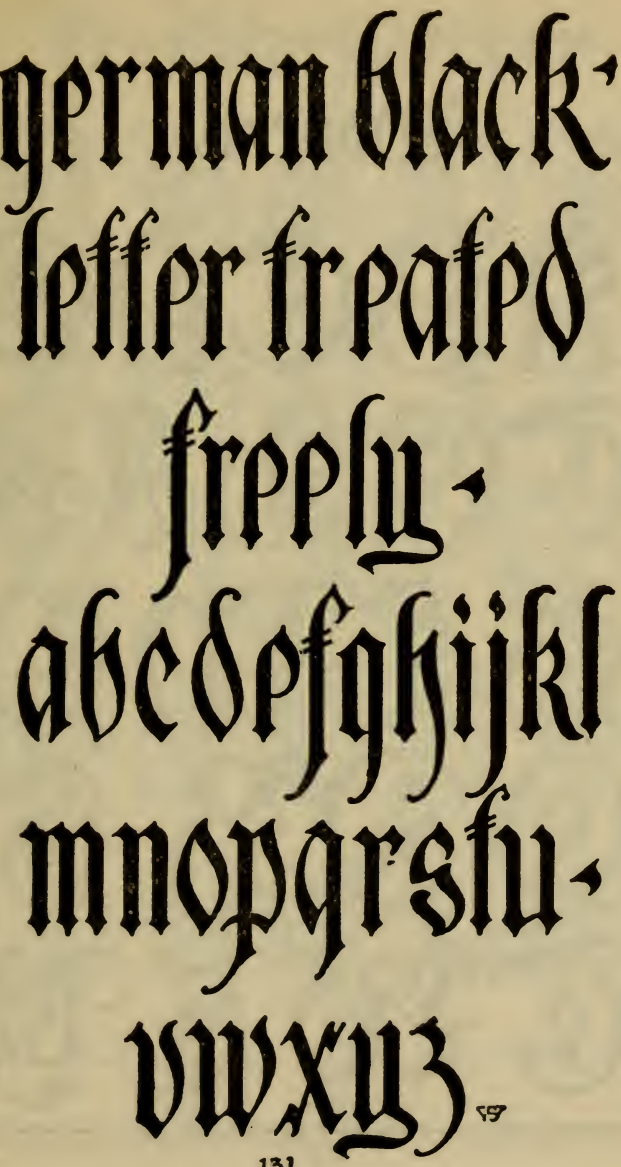
modern English





German Black Letter.




german black-
letter treated
freely.
abcdefghijkl
mnopqrstu-
vwxyz.

Modern

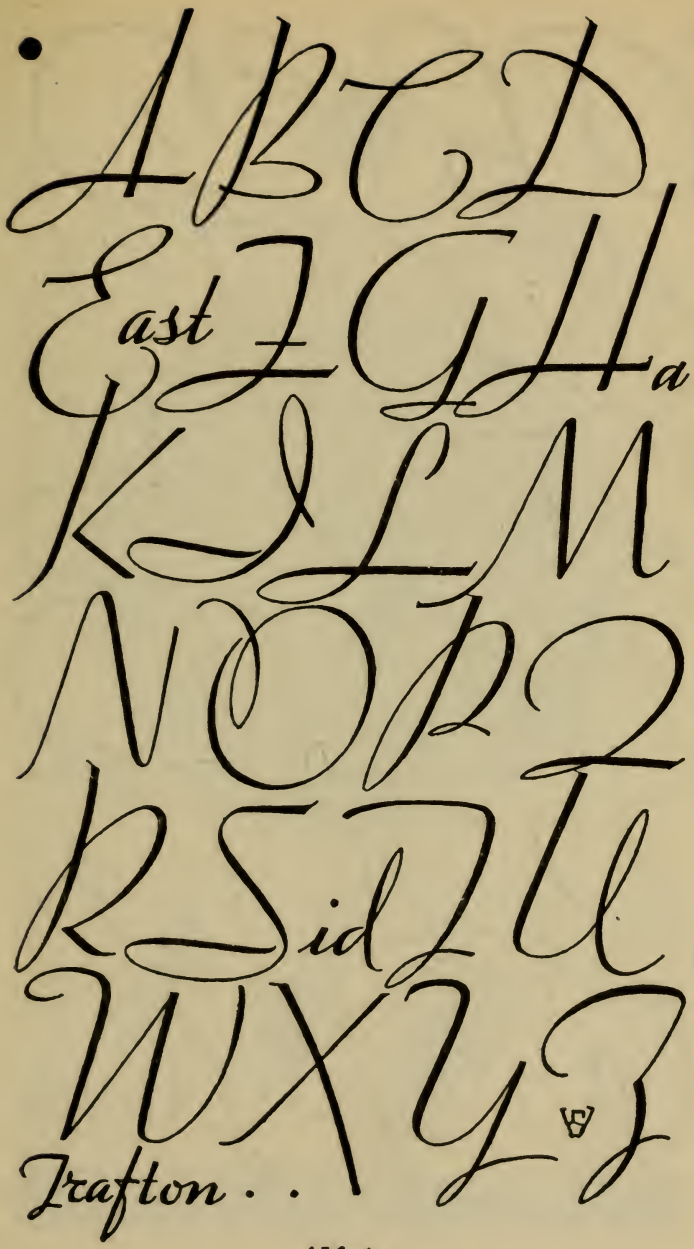


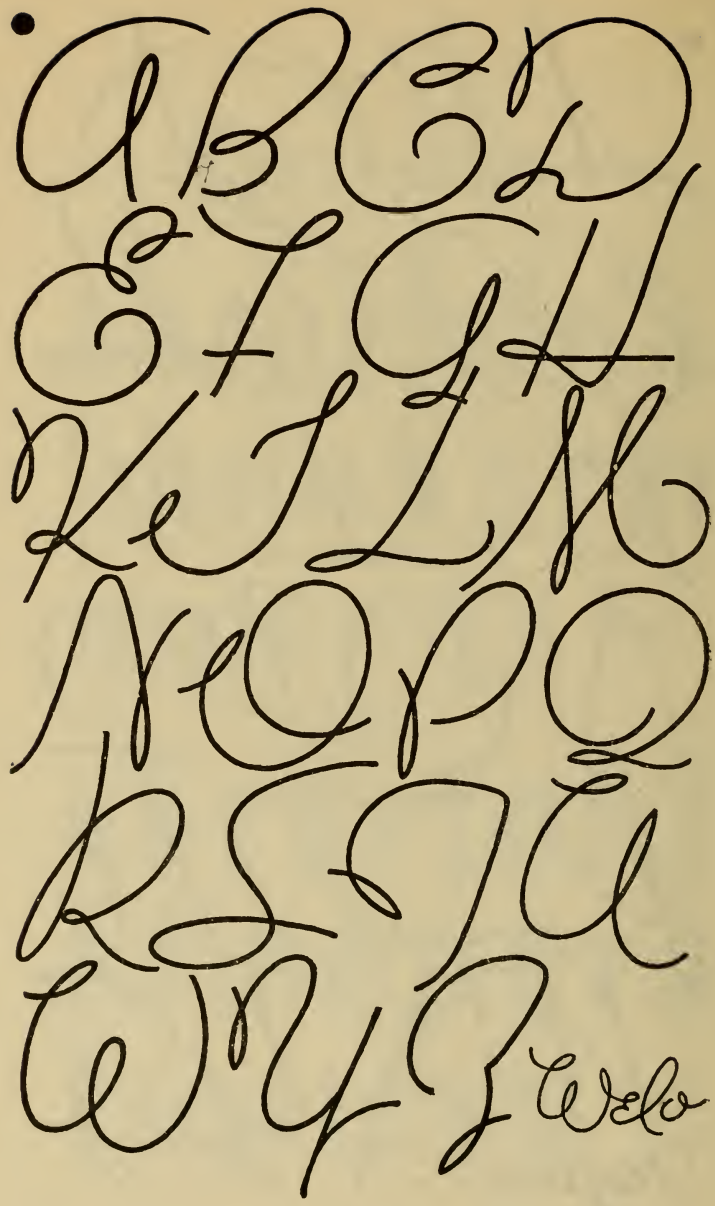
Y-Blackletter



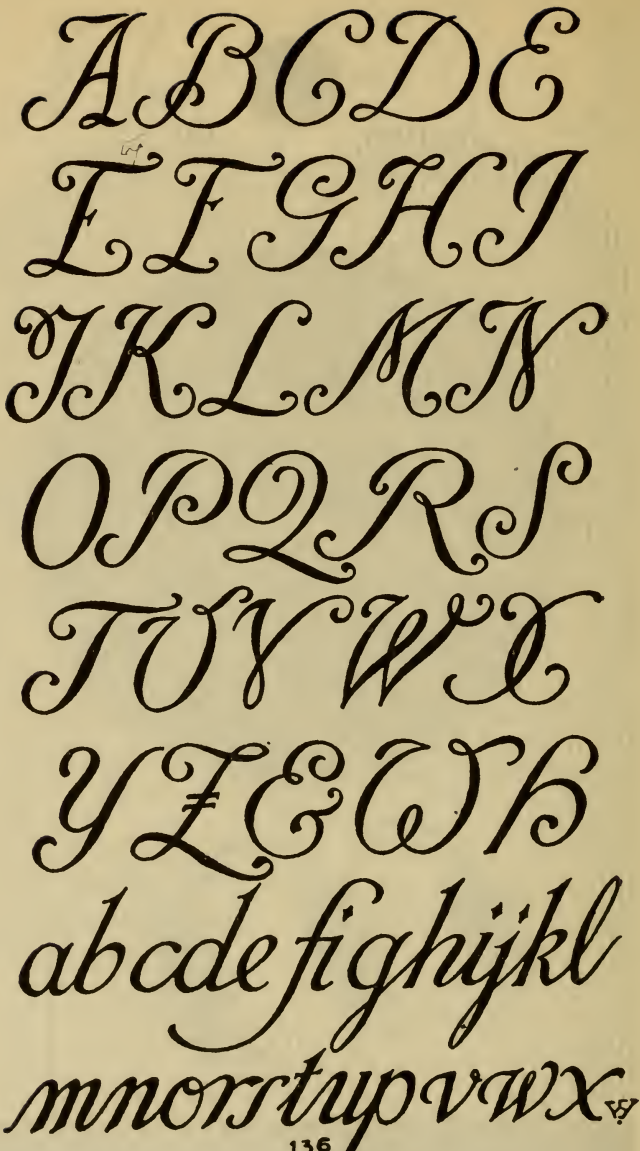
Lowercases

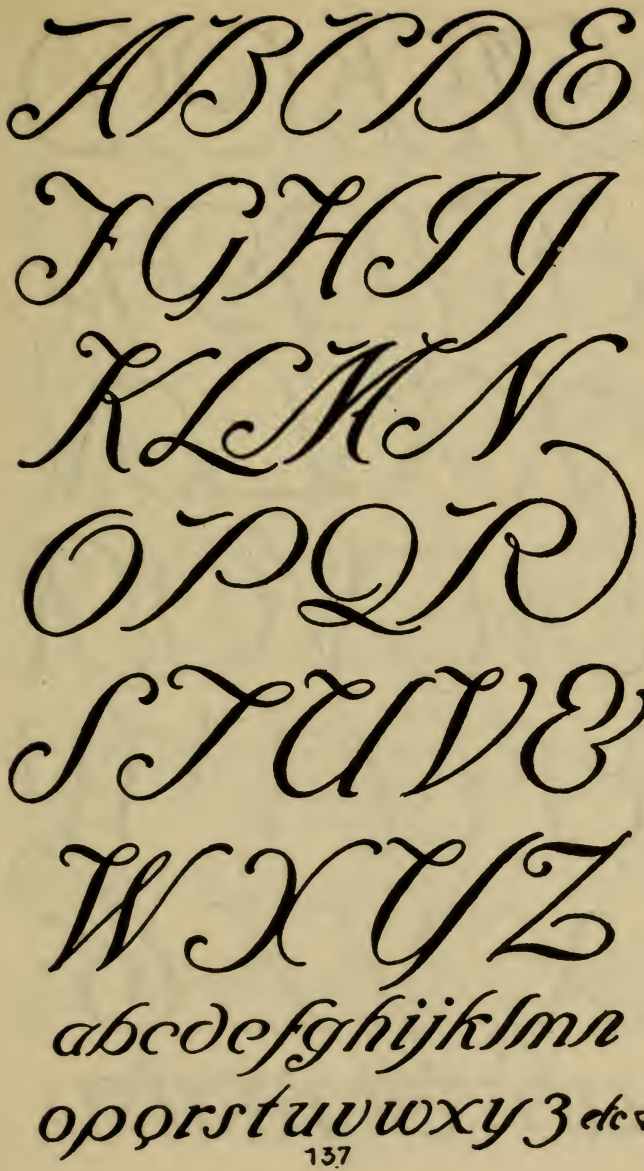
abcdefghik
lmnopqrst
uvwxyz ‘‘
abcdefghj
klmopqrs
tuvwxy ’’

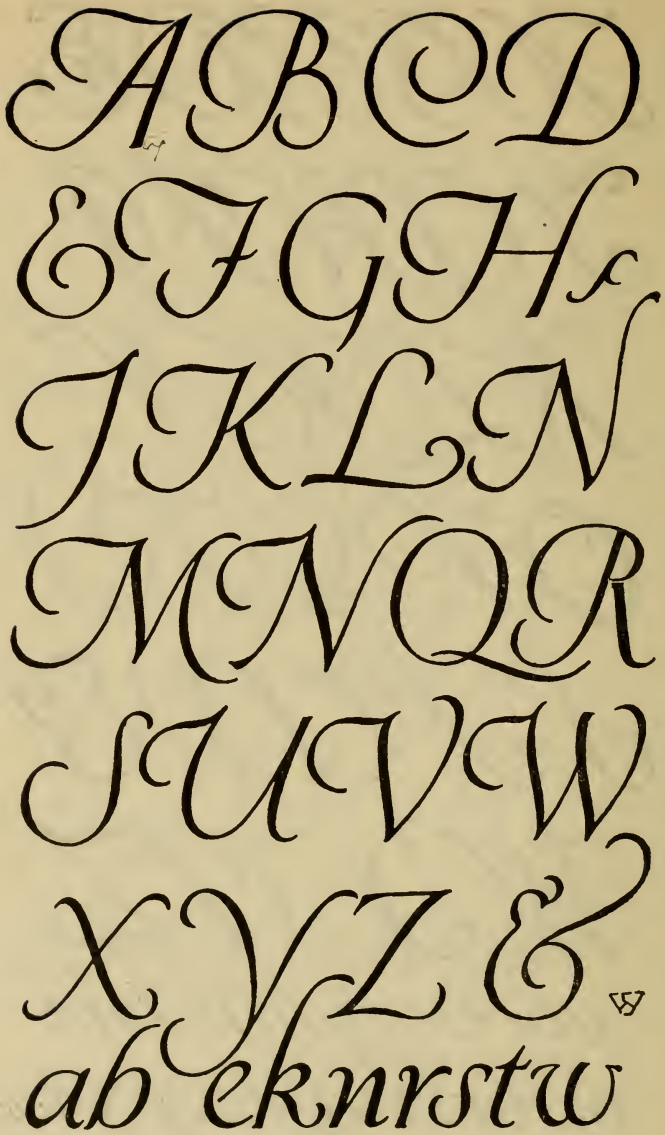

East
a
id
Trafton . .




French Script
135


A B C D E
F F G H I
J K L M N
O P Q R S
T U V W X
Y Z & C h
a b c d e f i g h i j k l
m n o r s t u p v w x


ABCDE
FGHIJ
KLMN
OPQR
STUVW
XYZ
abcdefghijklmn
opqrstuvwxyz &


A B C D
E F G H &
I K L N
M N Q R
S U V W
X Y Z &
a b e k n r s t w


ABCDEFe
GHIJKL
MNOPQ
RSTUW
VXYZ-&
abcdefghijk
lmnopqrst
uvwxyzz.
slight script-


A B C D
E F G H
I J K L
M N O P Q
R S T U
V W X Y

UNIQUE ALPHABETS



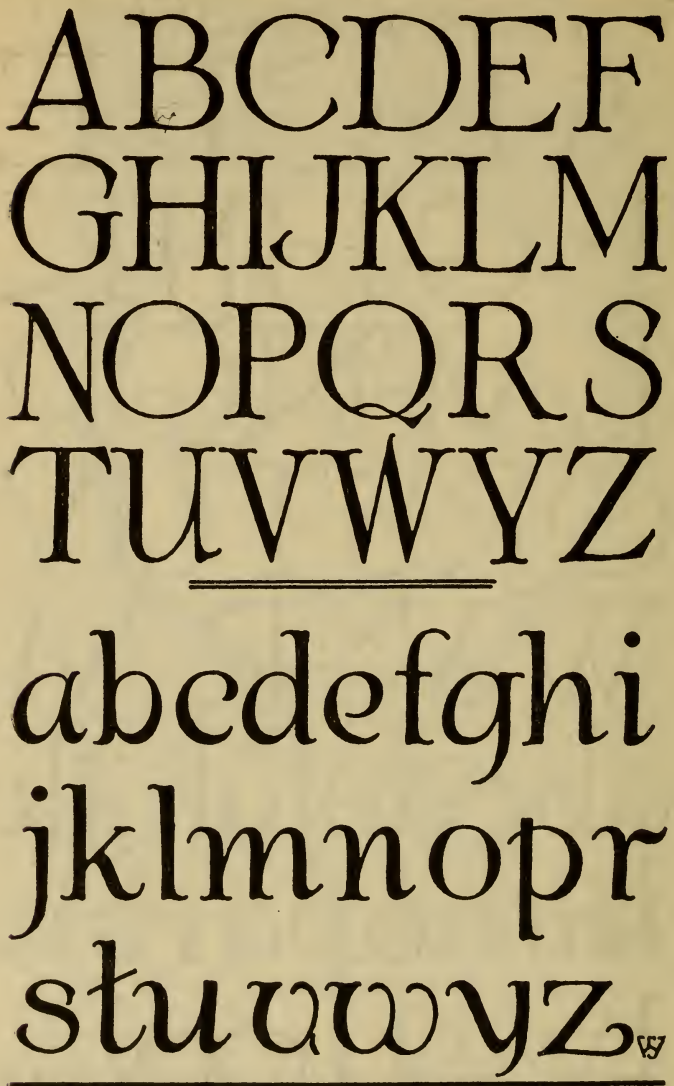
ROMAN LETTERS

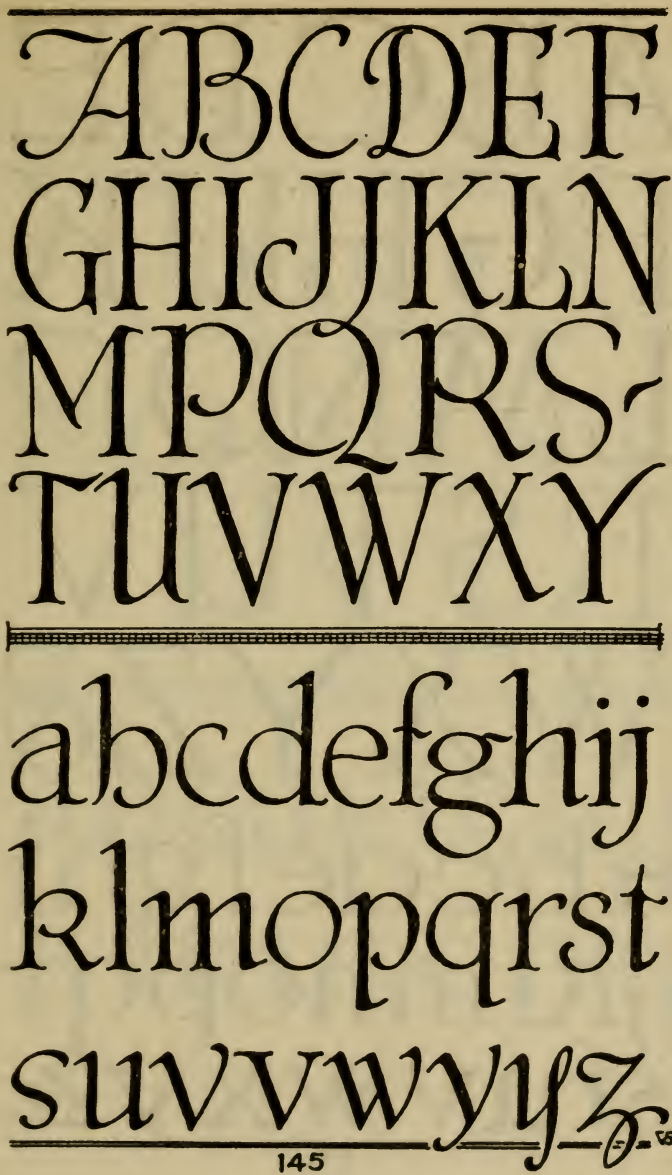
141


ALPHABETS
NEXT WEEK
TOTO
Screen Comedian
ABCDEFG
HJKLMNP
QRSTUVY

Tuckers Art Title




ABCDEF
GHIJKLM
NOPQRS
TUVWYZ
abcdefghi
jklmnopr
stuvwyz


ABCDEF
GHIJKLN
MPQRS-
TUVWXY
abcdefghij
klmopqrst
suvvwyyz

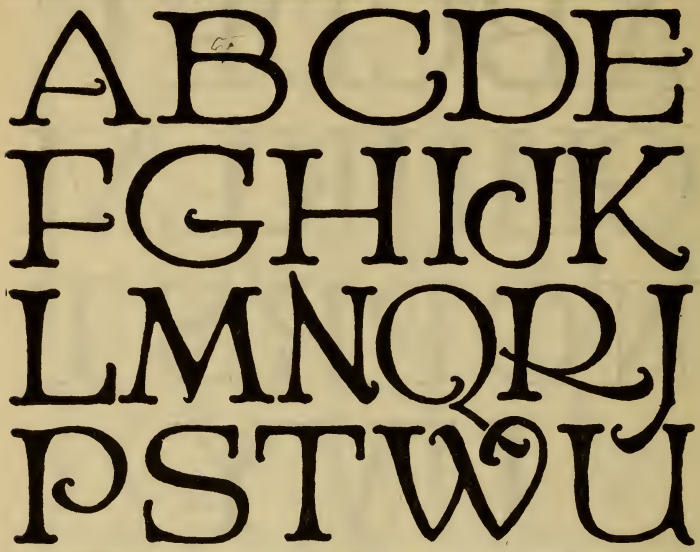

ABCDE
FGHIJK
LMNQP
RSTUV
WXYZ&
abcdefghi
jklmnopqr
stuvwxyz

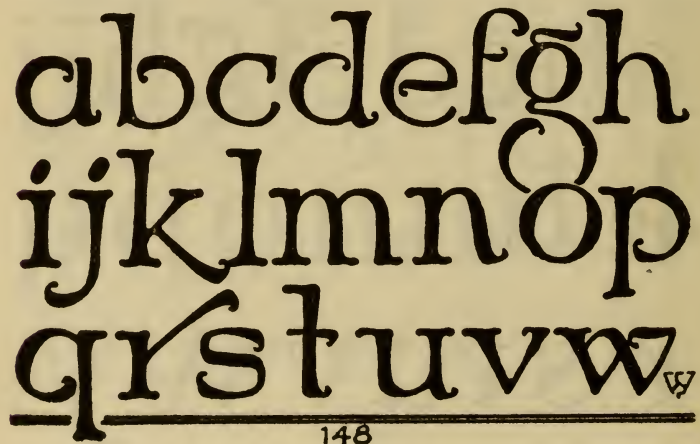
ABCDEF
GHIJKLM
NOPRST
UVY



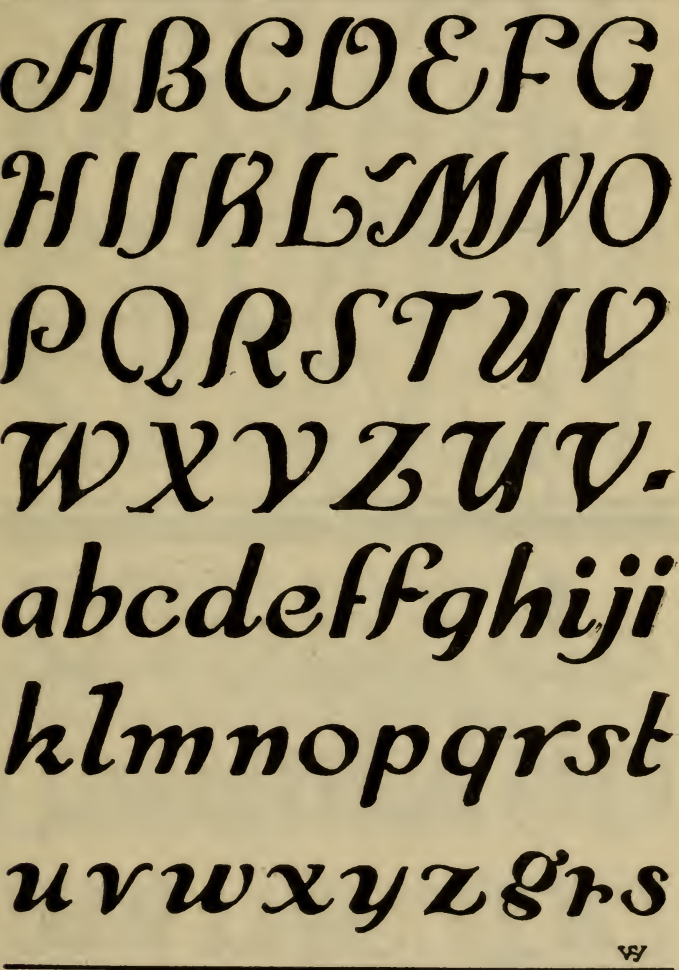
abcdefghij
klmnopq
rstuvwy

REVISED

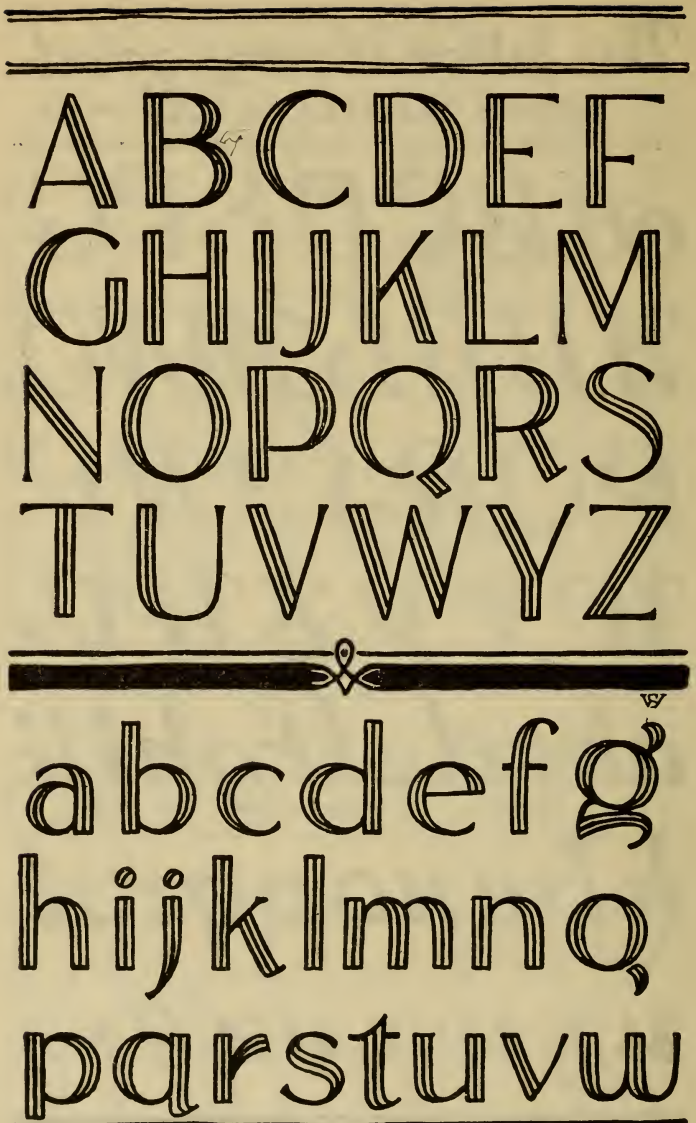




This letter is very good when used small -



W


A B C D E F
G H I J K L M
N O P Q R S
T U V W Y Z
a b c d e f g
h i j k l m n o
p q r s t u v w

ABCDEFGHIJ
KLMNOMPQ
RSTUVWYZ
abcdefghijklmn
opqrstuvwy&
123456789

ROUND POSTER

ABCDEFGHIJK
LMNQPRSTU
WX YZ

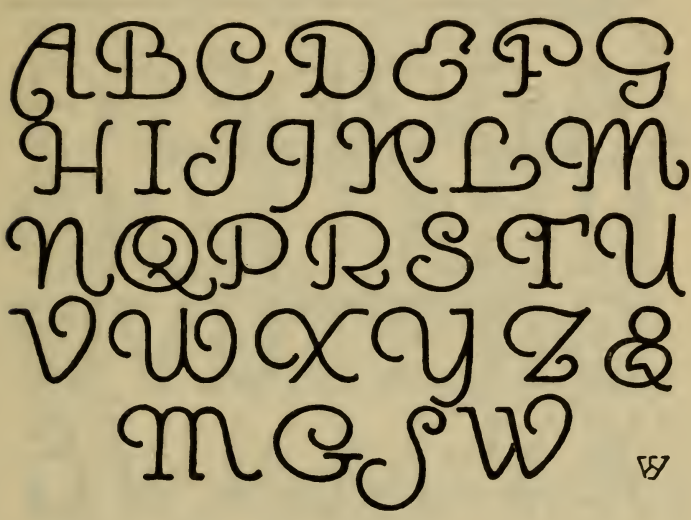
PHOTOPLAY

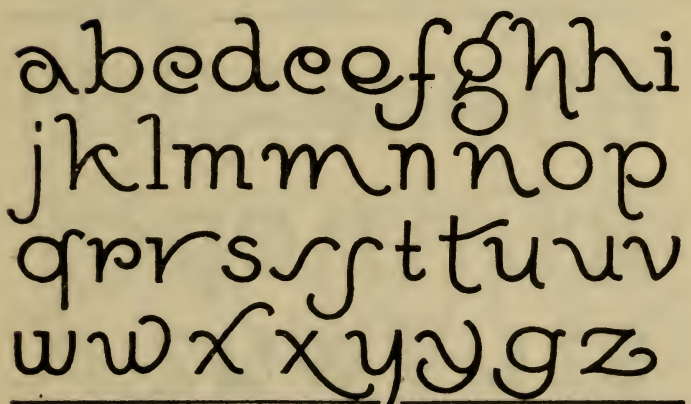
ABCDEFGHK
IJLMPNOPQR
SQRSTUTVX
WXYZ

SUB-TITLES

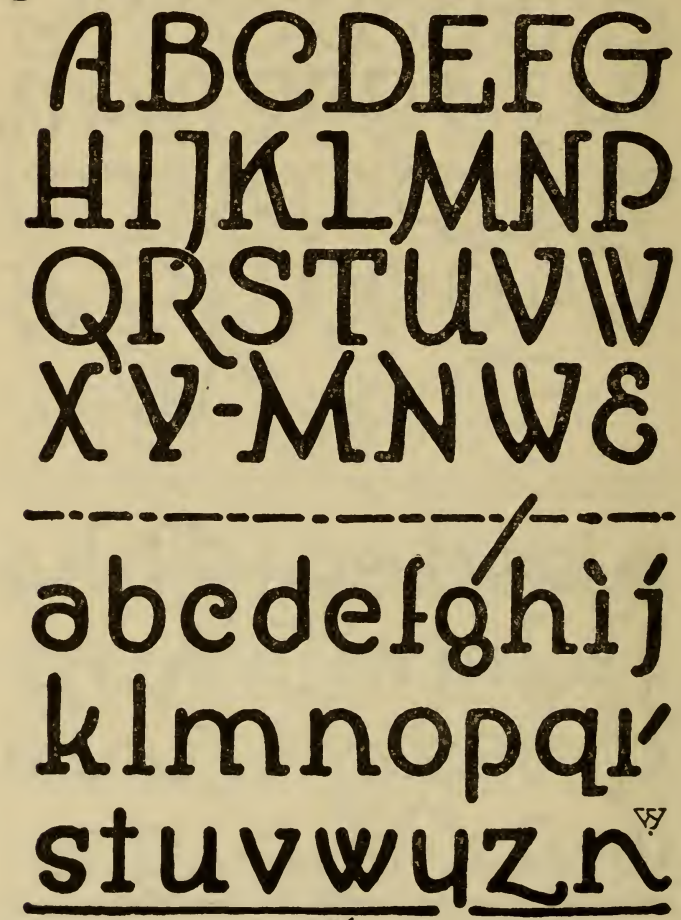
abcdefghijklmn
opqrstuvwyz-
abcdefghknq
rstvwwxy-aah

Goddard
CLASSIC





A Speedball Letter




ABCDEF
GHJKLM
NQPRST
UVWYZ·&:
abcdefghi
jklmnopqr
stuvwxyz
12345678

a few quick alternates

abcdefghijkl
mnopqrstuv
wxyz

abcdefghijkln
opqrstuvwxy
z &

abcdefghijkl
mnopqrstuv
wxyz

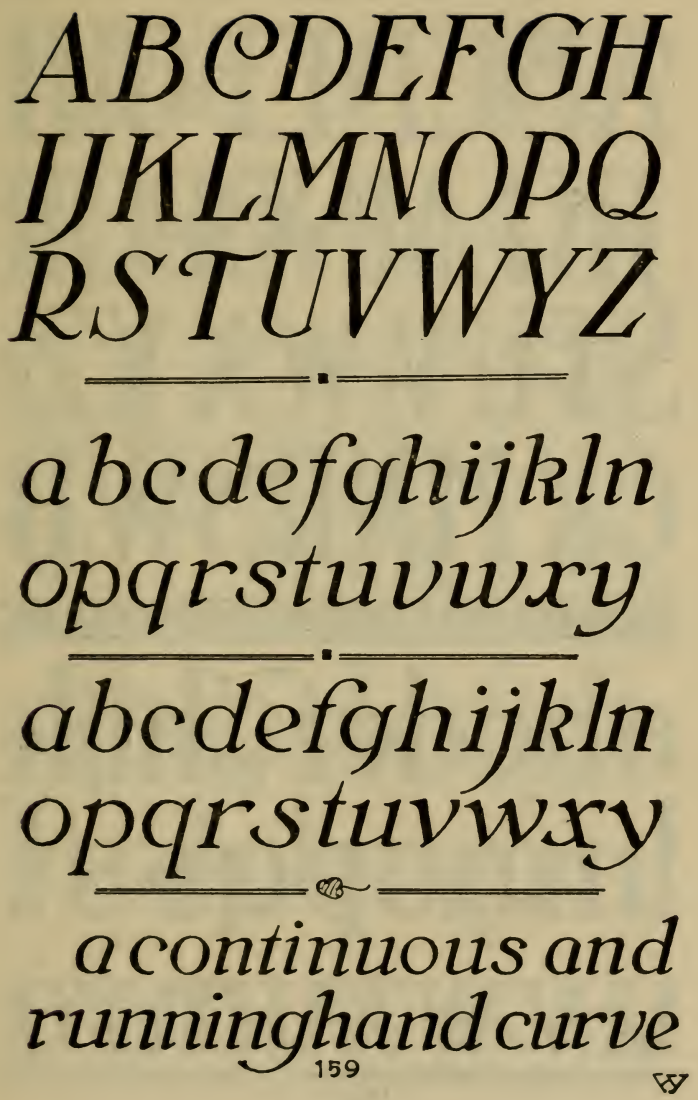
aaaaaaaaaaaa

abcdefghijkl
mnmnopqrsttu
uvwwxyz&
abcdefghghij
klmnopqrstuvu
wwxyz

Squat Lower Case

abcdefghij
klmnopqr-
stuvwxyz ~


ABCDEFGHIJK
LMNOPQRSTUV
GOTHIC WXYZ
ABCDEFGHIJK
LMNOPQRSTU
ROMAN VWXYZ
ABCDEFGHIJK
LMNOPQRSTU
ITALIC VWXYZ
ABCDEFGHJ
KLMNOPQRST
DeVINNE UVWXY


A B C D E F G H
I J K L M N O P Q
R S T U V W Y Z
a b c d e f g h i j k l n
o p q r s t u v w x y
a b c d e f g h i j k l n
o p q r s t u v w x y
a continuous and
running hand curve

HAMILTON

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
CKMNRSWB

abcdefghijk
lmnopqrst
uvwxymrg

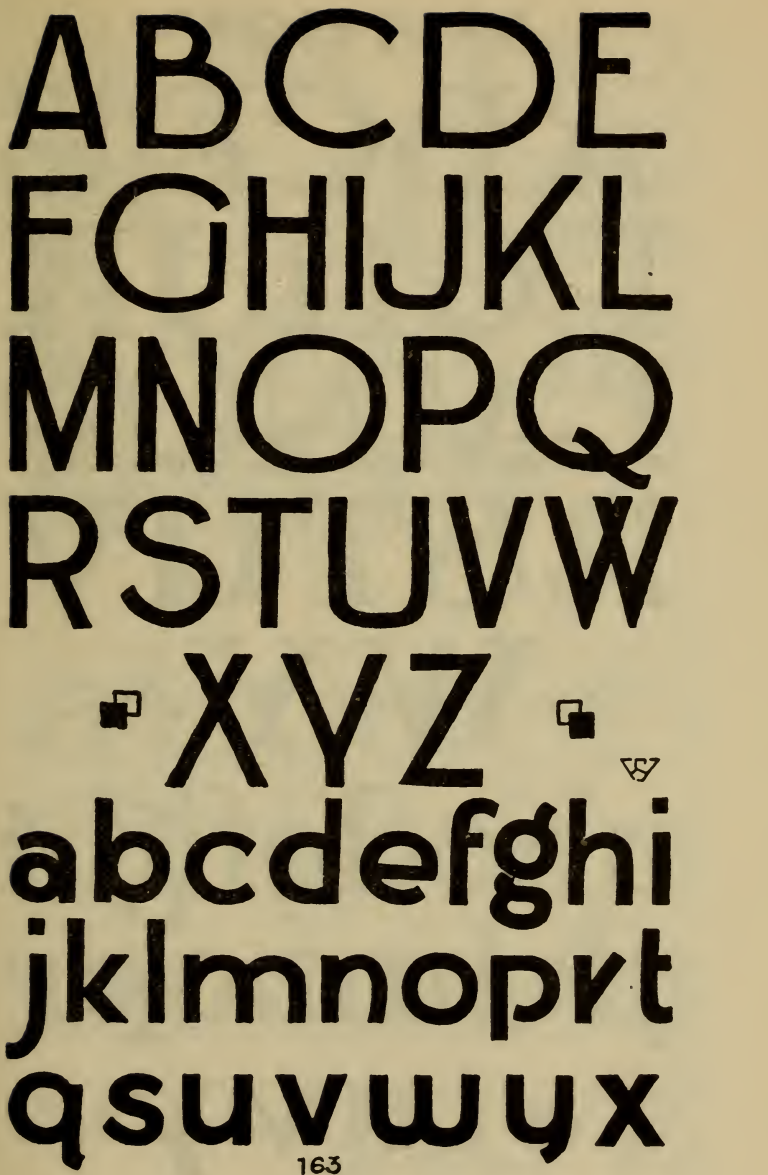

ABCDEFG
HIJKLMN
OPQRST
UVWXYZ
abcdefgr
hijklmpq
stuvwxy

from

GOTHIC

Commonly called "Spurred Gothic"

ABCDEFI
GHJKLMN
OPRSTUV
WXYZ - - - -
abcdefgh
ijkmnopq
stuvwxy


ABCDE
FGHIJKL
MNOPQ
RSTUVW
XYZ
abcdefghi
jklmnoprt
qsuvwyx

At'a BOY~

ABCDE
FGHJK
LMNOP
RSTUV
~WY~

abcdefghi
jklmnopr
stuvy~

ABCDE
FGHIJK
LMNQP
RSTUVY



abcdef-
ghijklm
opqrstu
vwxyz


ABCDEF
GHIJKM
NOPRST
UVWXY
PLAIN GOTHIC
ABCDEFGHIJ
KLMNOPRST
UVXYZW&
HEAVY AND THIN




ABCDEFG
HIJJKLMN
OPQRSTU
VWXYZ &
12345678
abcdefghij
klmpqrstts

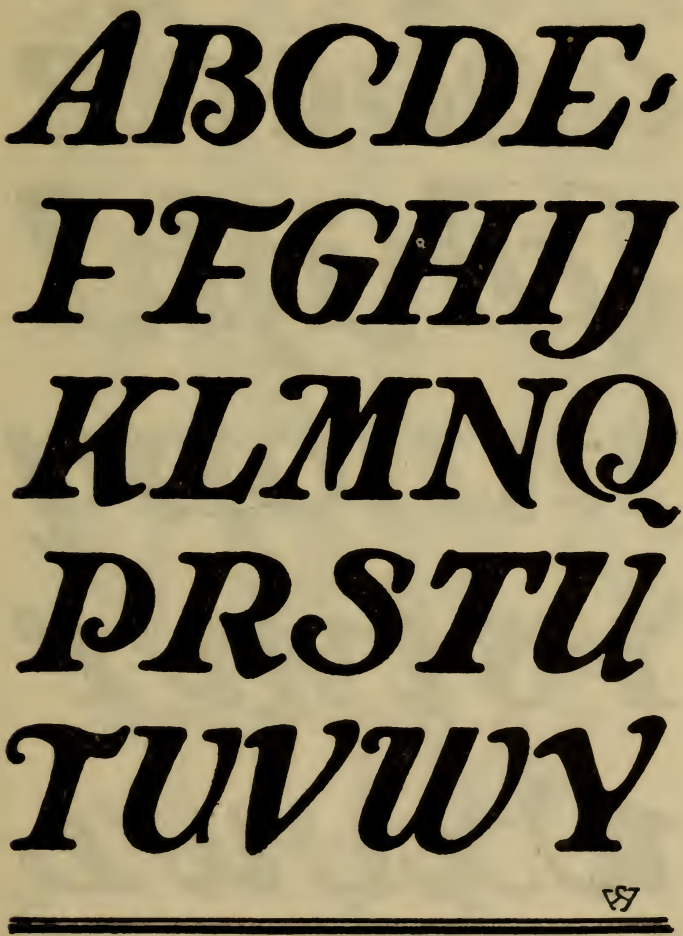


POWER

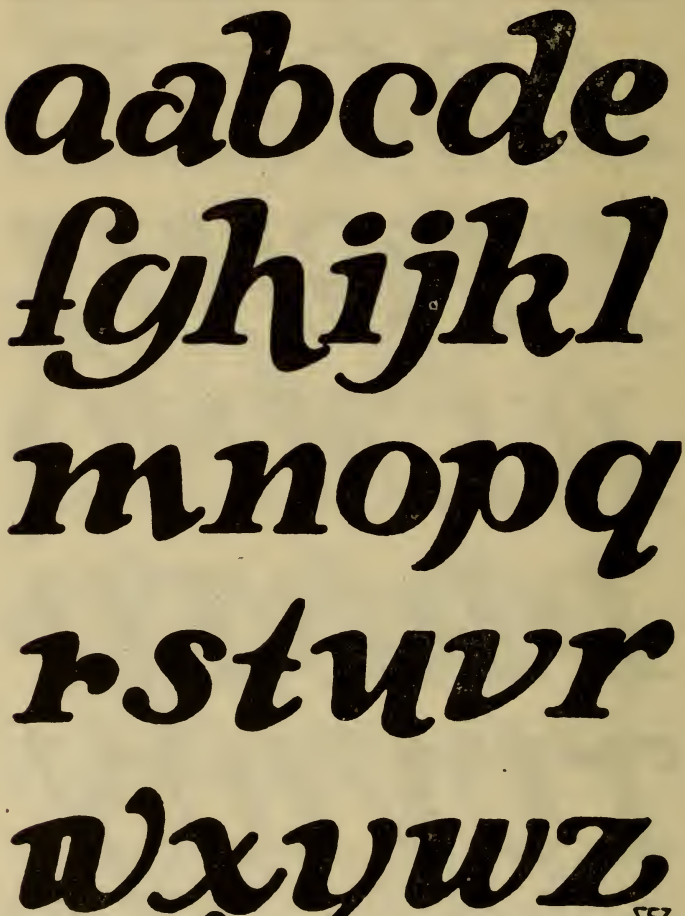
ABCDEF
GHIJKLN
MQPRS
TUVWY

abcdefgh
ijklmnfi
pqrstuvw

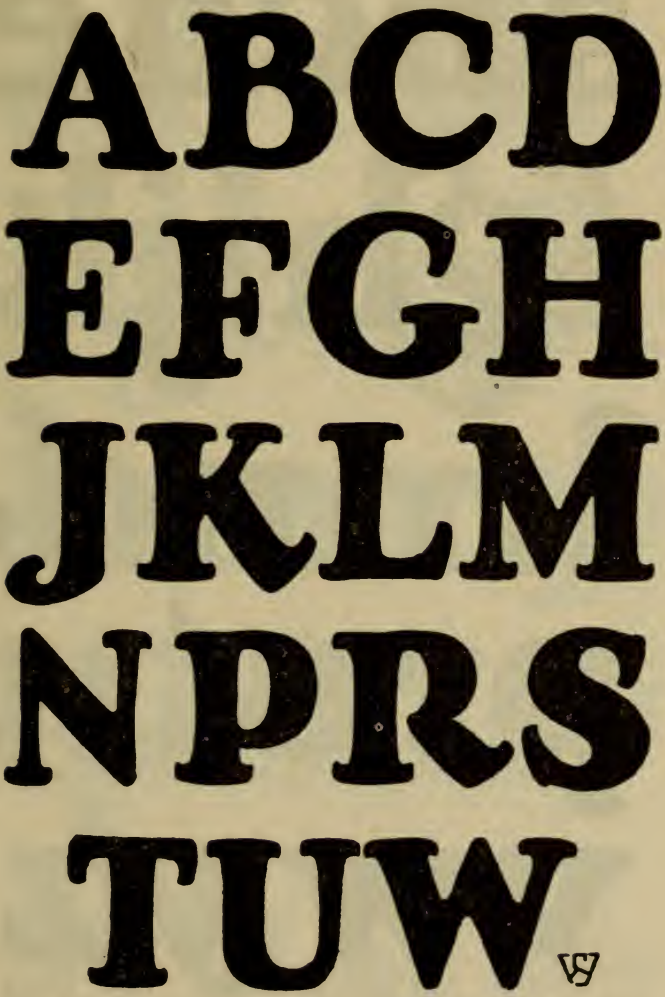
Bold Italic

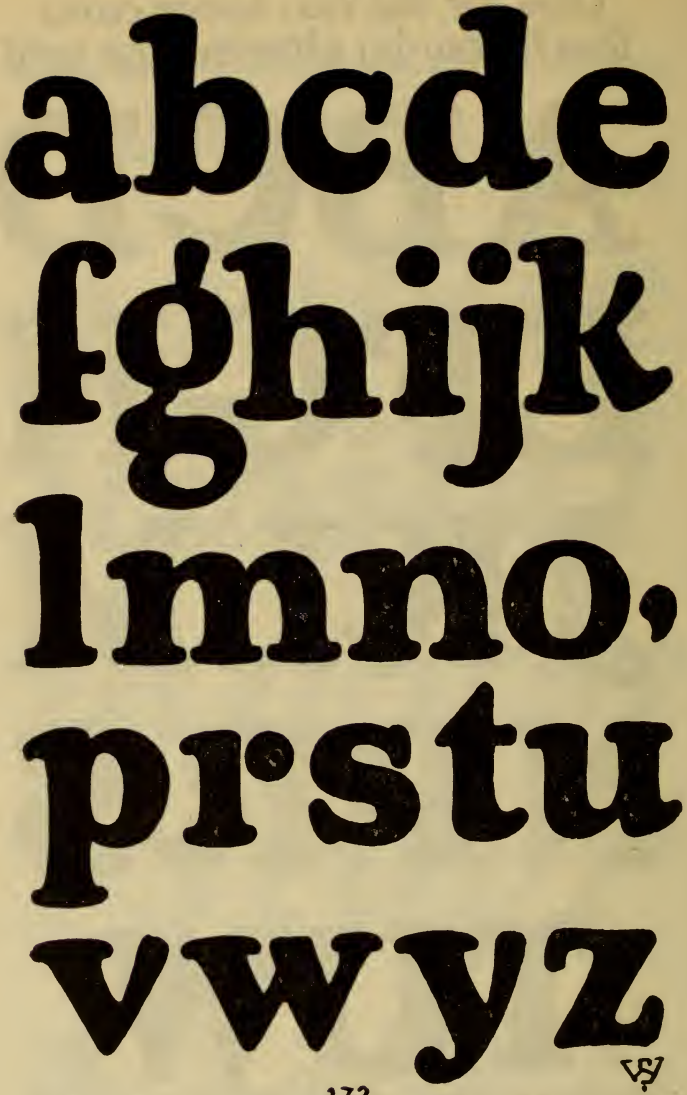


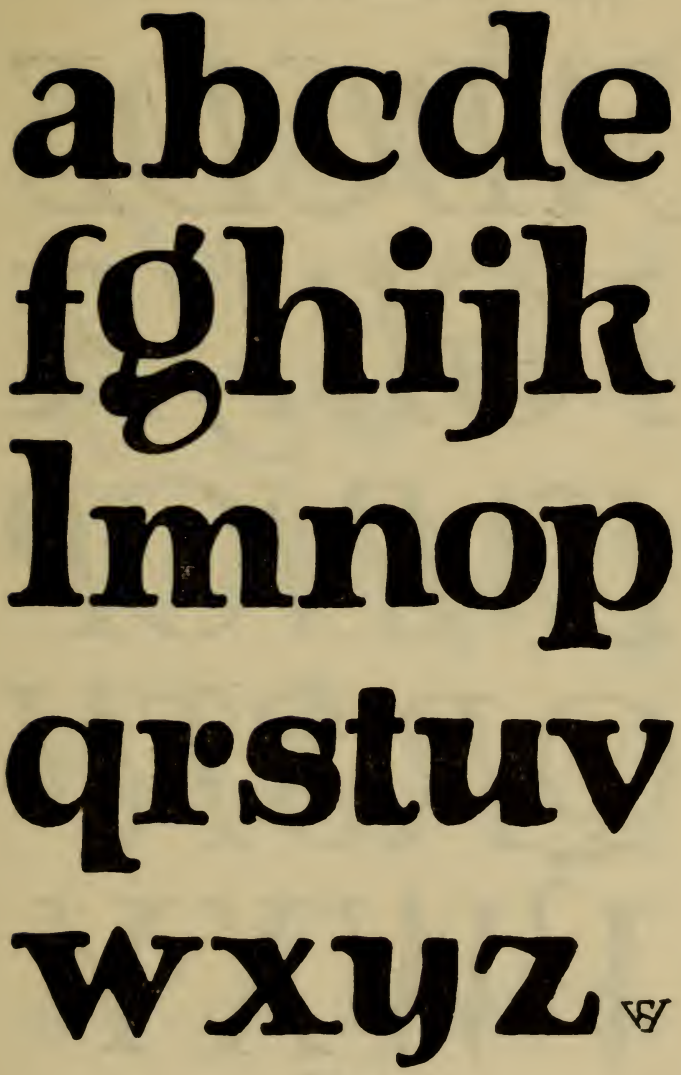
lowercase



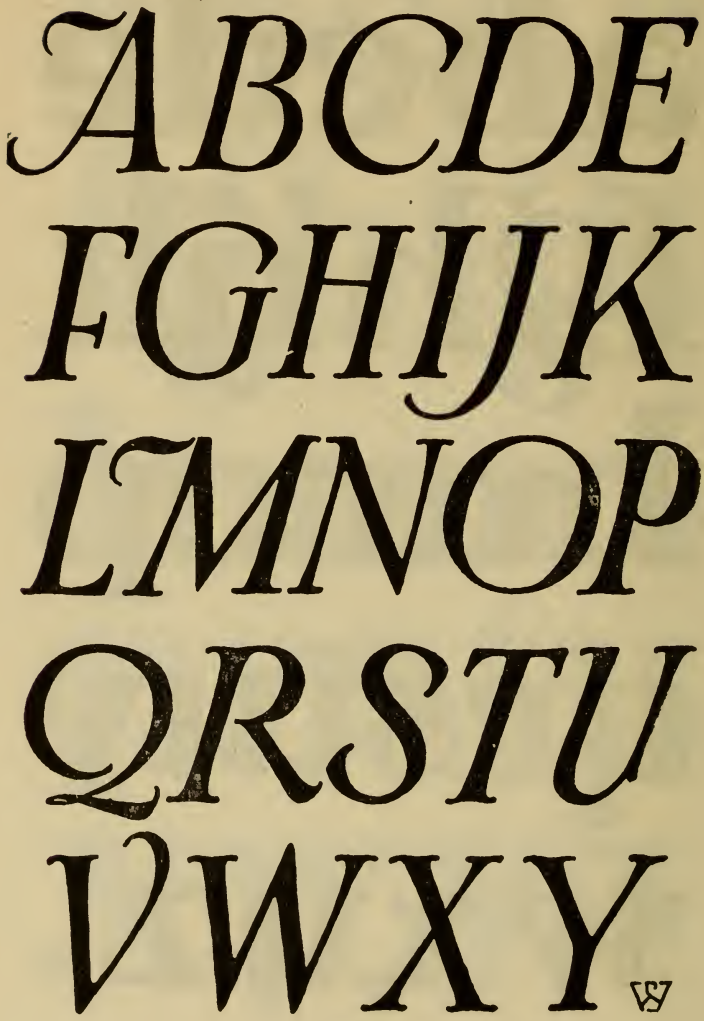
Caps for the two *lower-cases* that follow-by altering the serif

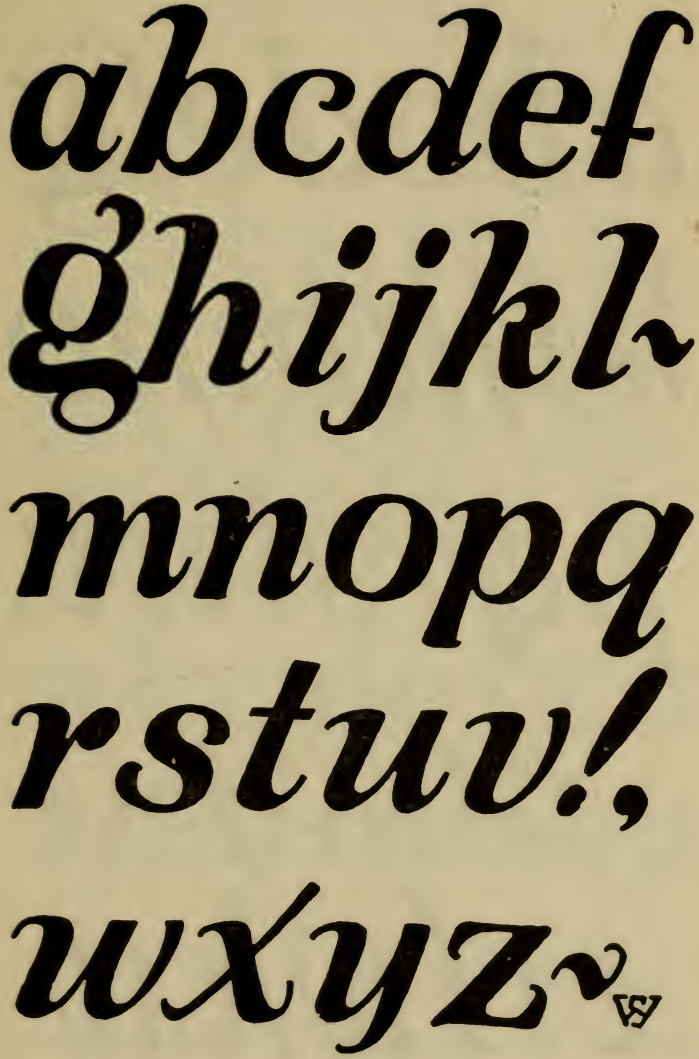



abcde
fghijk
lmno,
prstu
vwyz


abcde
fghijk
lmnop
qrstuv
wxyz

Upper-case followed by Lower-case~




abcdef
ghijkl
mnopq
rstuv!,
wxyz

abcdefg

hijkmno

pqrstuv.

~wxy~

erſwkst

Strong

ABCDEF
GHIJKL
MNQPR
STUWY

abcdefgh
ijklmnop
qrstuvw

Money is-
one thing
that talks

ABCDEF
GHIJKL'
mnQPR
STUVY-
it's-cheap-

But the question is ~ Are you making any money?

abcdefgh ijklmno- pqrstuv- don't ask!

Squat



MODERN

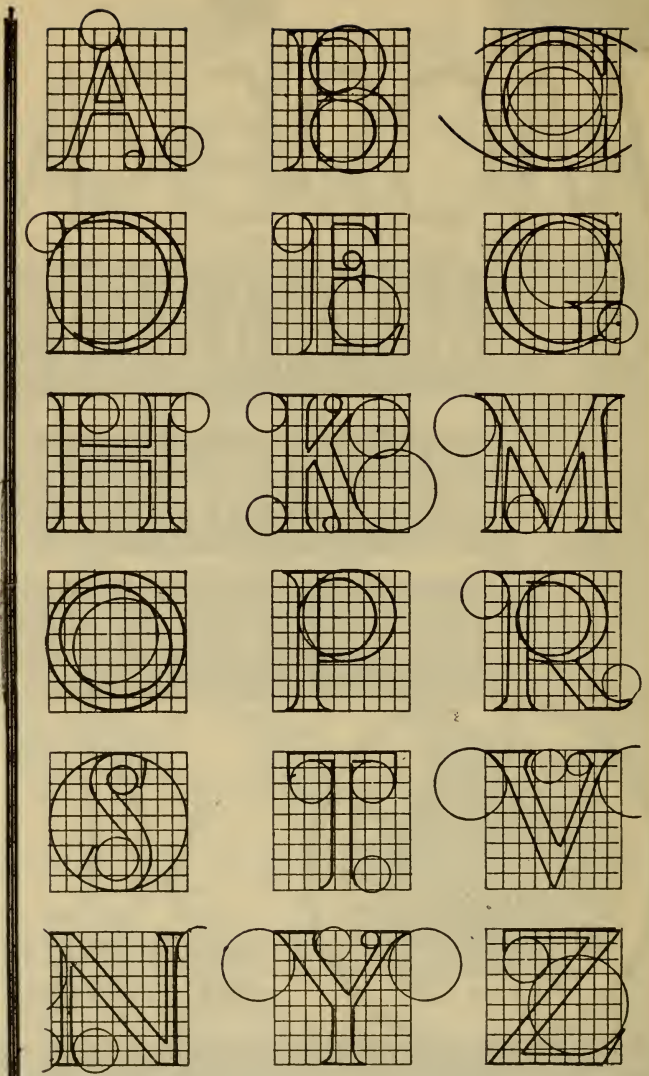
ALPHABETS

DECORATIVE

UPPER CASE

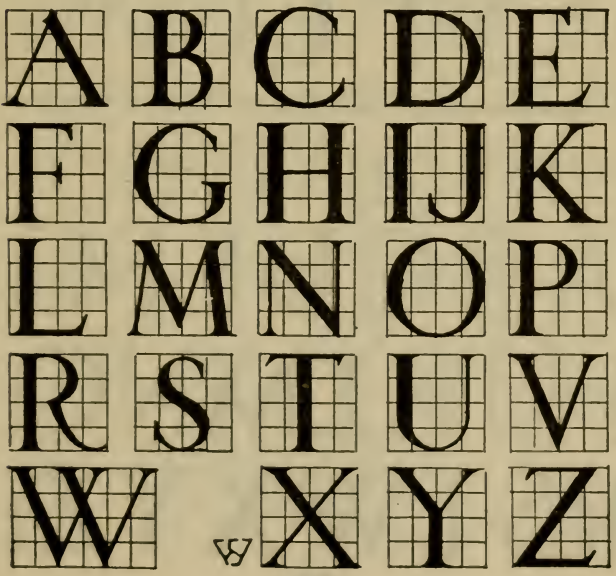


SEE
REVISED
SECTION



A B C D E
F G H J K L
M N Q P R
S T U W X Y



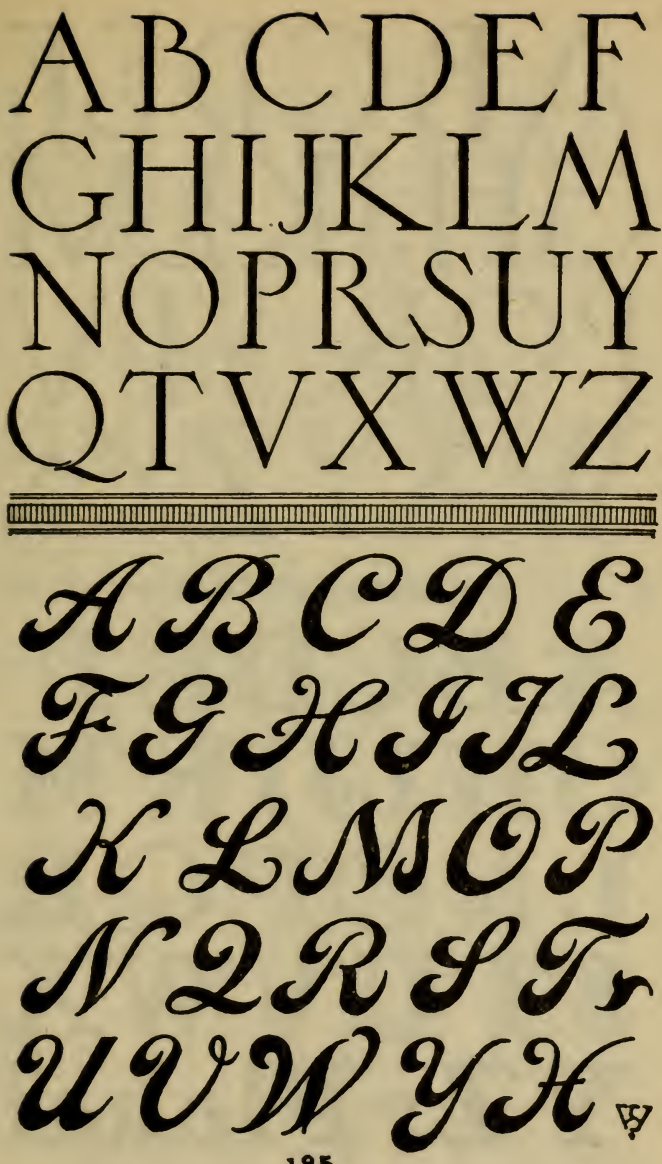


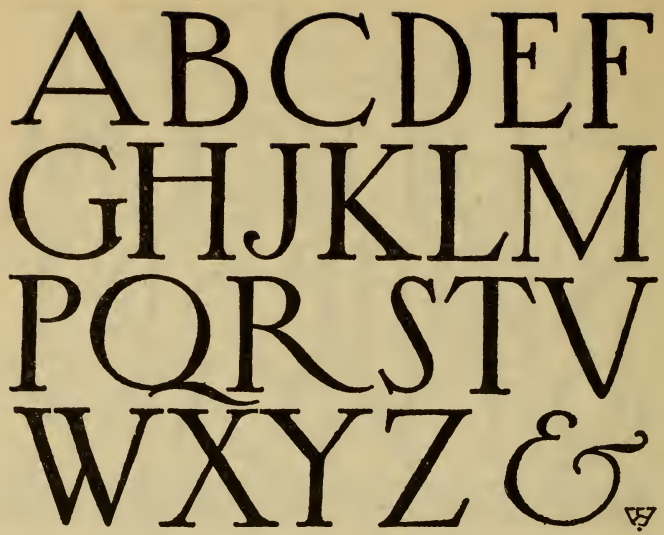
Italian Renaissance

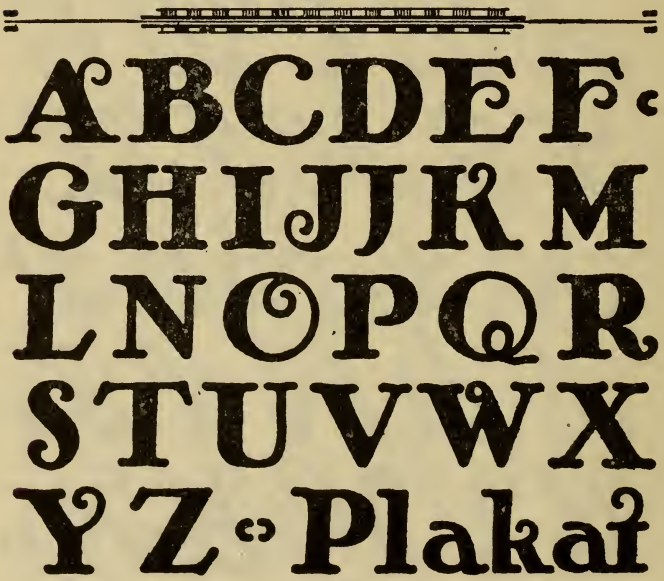
ABCDE
FGHIJKL
MNPQR
·STUV·

"ROMAN CLASSIC"

ABCDEFG
HJKLMNQ
RSTWXYZ·W


A B C D E F
G H I J K L M
N O P R S U Y
Q T V X W Z
A B C D E
F G H I L
K L M O P
N 2 R S T
U V W Y H


ABCDEF
GHJKLM
PQRSTV
WXYZ &


ABCDEF
GHIJKM
LNOPQR
STUVWX
YZ Plakat

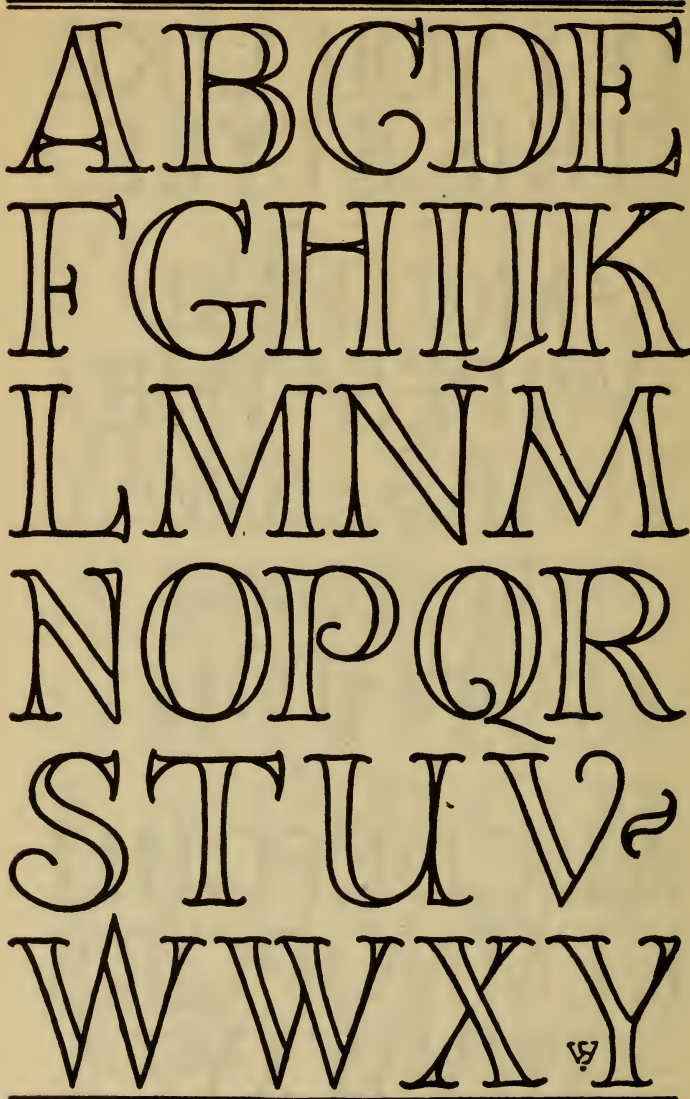
DO YOU LIKE
THIS STYLE

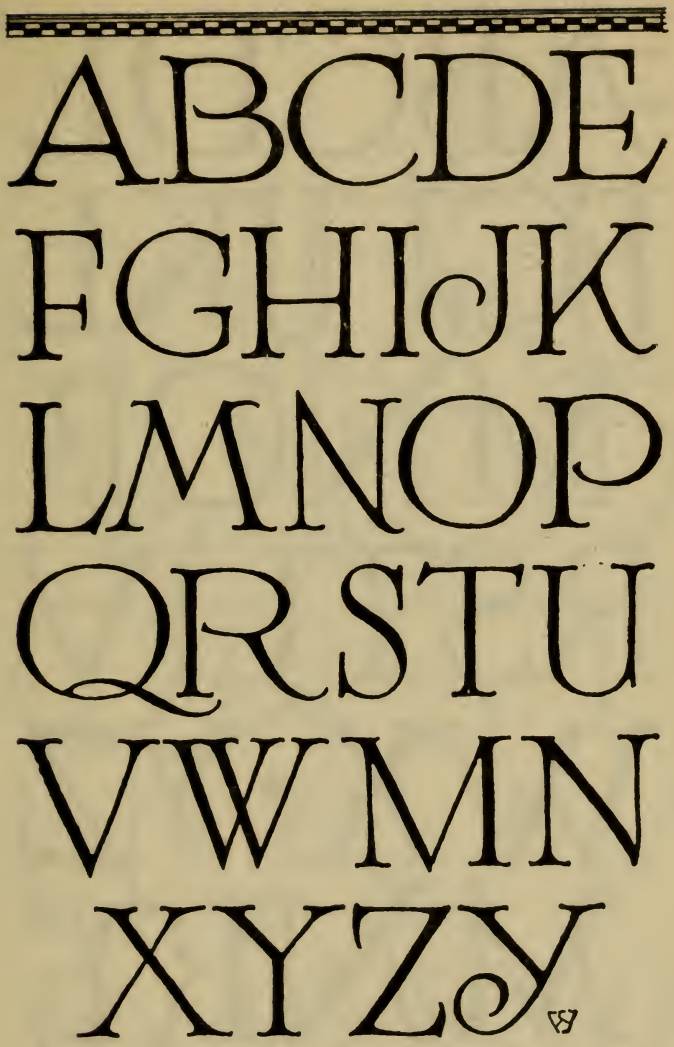
• • •

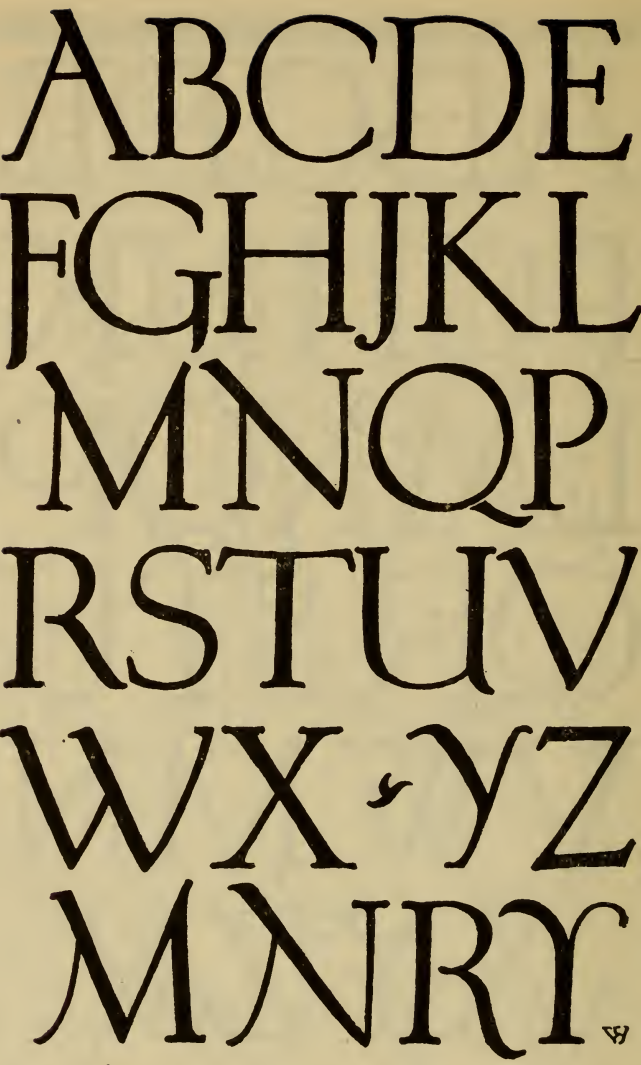
·MOTHER·
·WIPES·THE·
TEARS·AWAY
she knows
·HOW-TOO·

• • •

ABCDEFGHIJ
KLMNOPQRS
·TUVWXYZ·

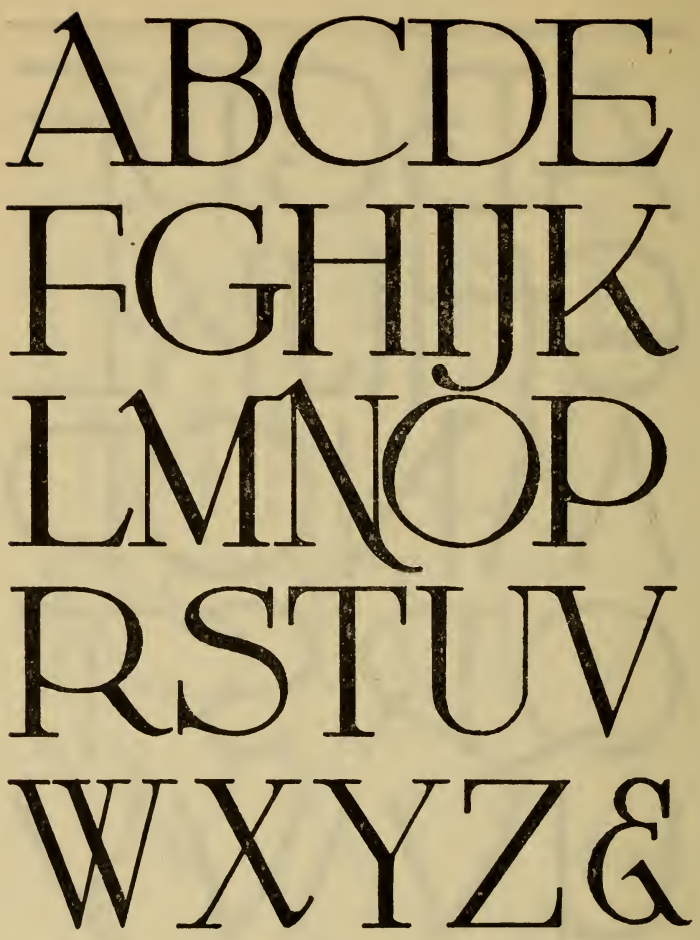

ABCDE
FGHIJK
LMNM
NOPQR
STUV
WWXY


ABCDE
FGHIJK
LMNOP
QRSTU
VWMN
XYZY



Oswald Cooper


ABCDE
GHIJKL
MNOP
QRST
UVWY
RMSW



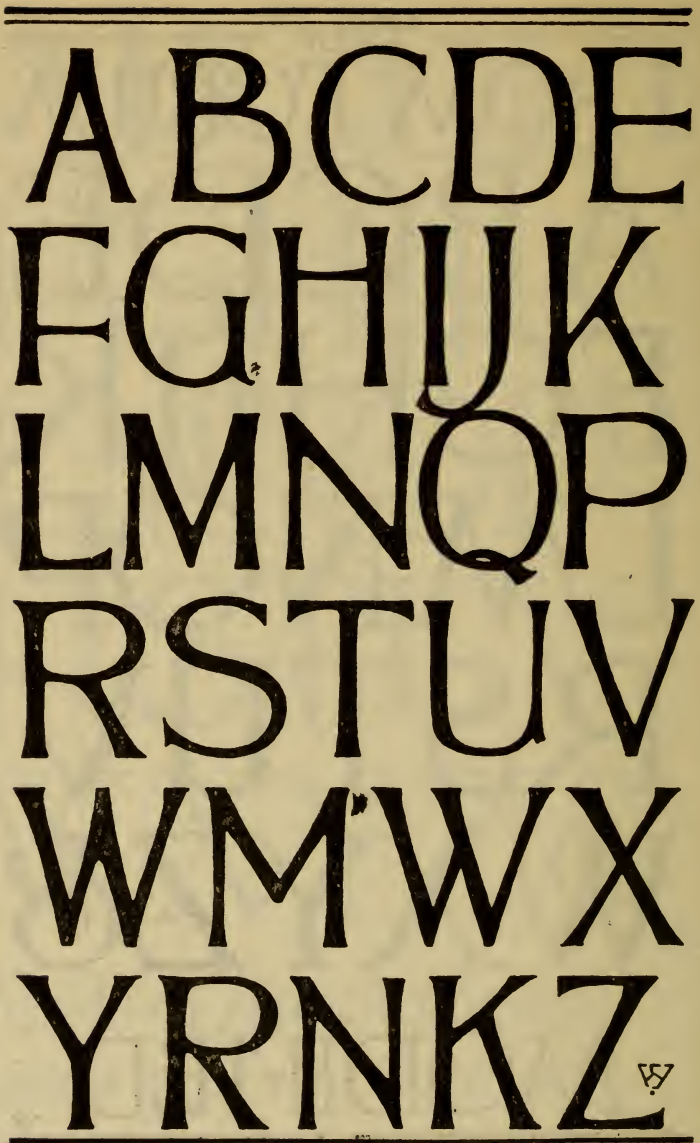
Style of finish shown here adds to variety

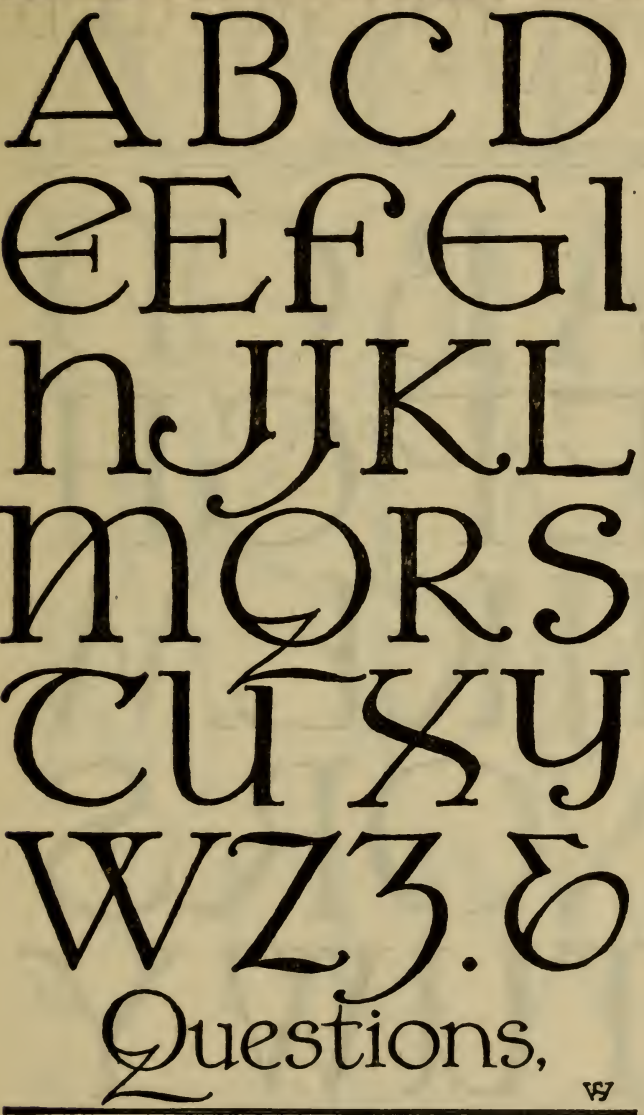
Type

FROM FORUM

ABCDE
FGHIJK
LMNOP
RSTUV
WXYZ&

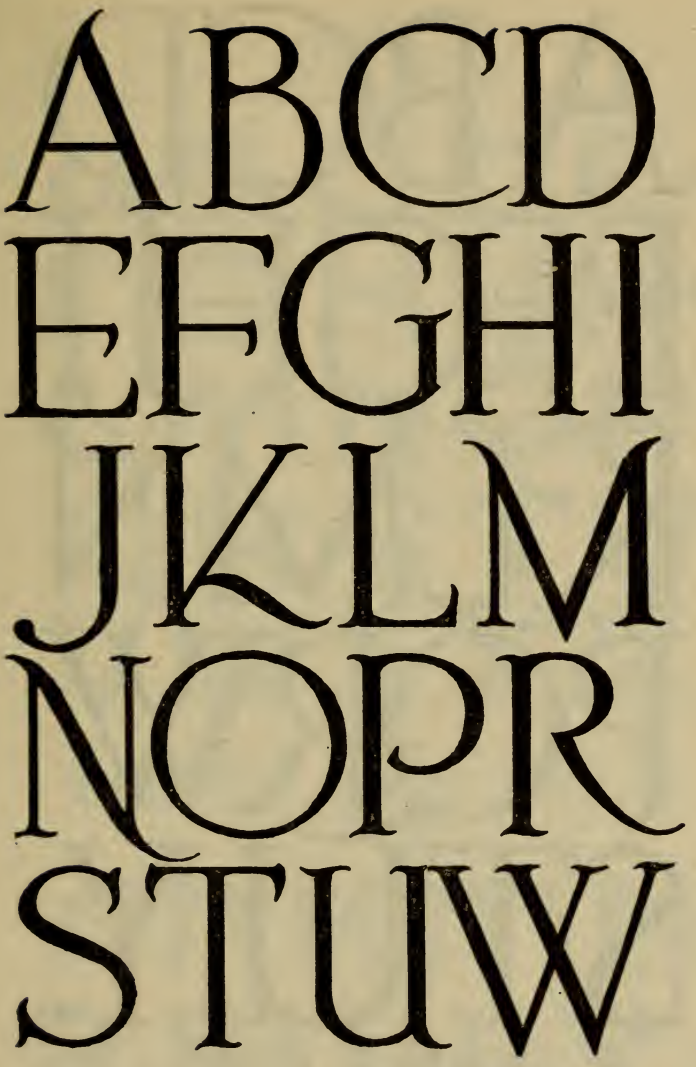
MODIFIED

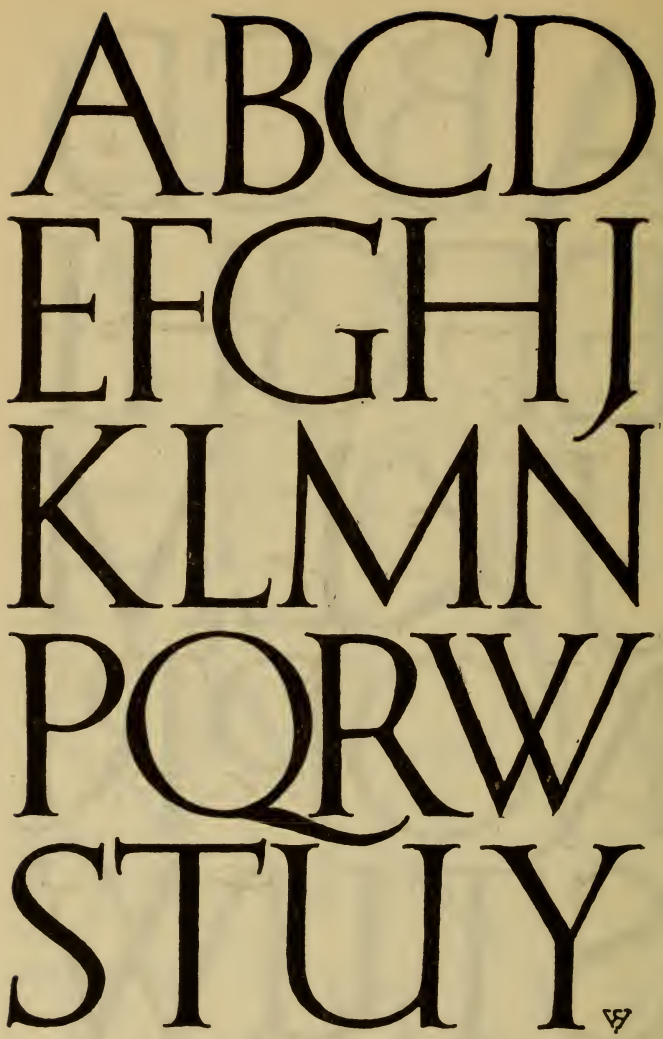

ABCDE
FGHIJK
LMNOP
RSTUV
WMWX
YRNKZ


ABCD
EFGI
JKL
QRS
XY
Z3.&
Questions,

WHY YOU SHOULD PATRONIZE




ABCD
EFGHI
JKLM
ÑOPR
STUW



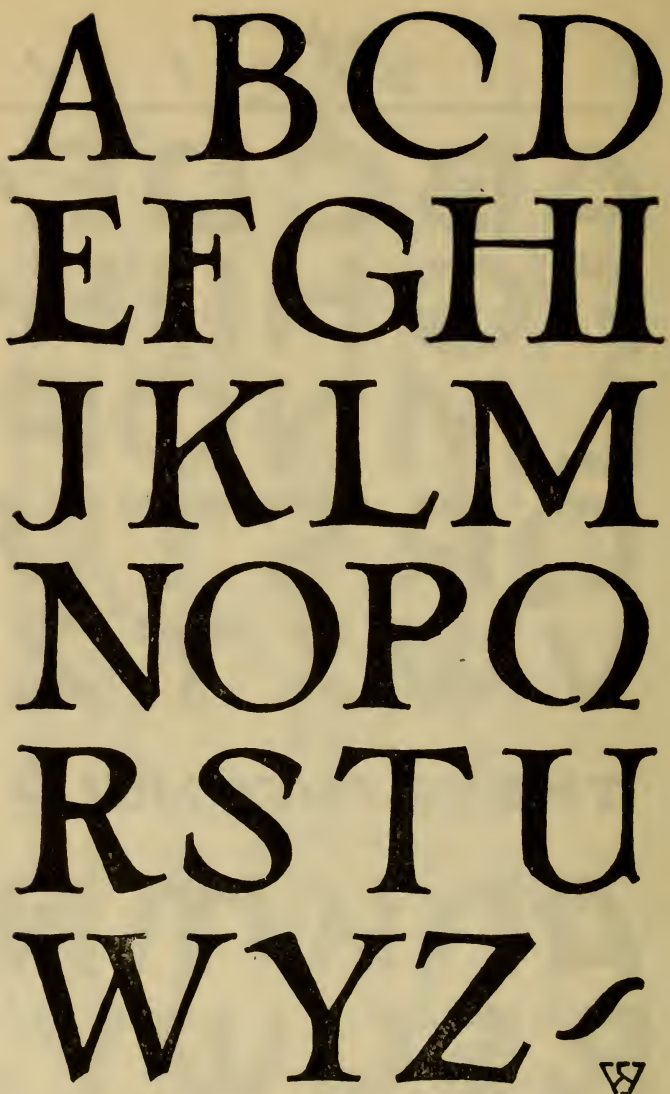
ROMAN CAPS

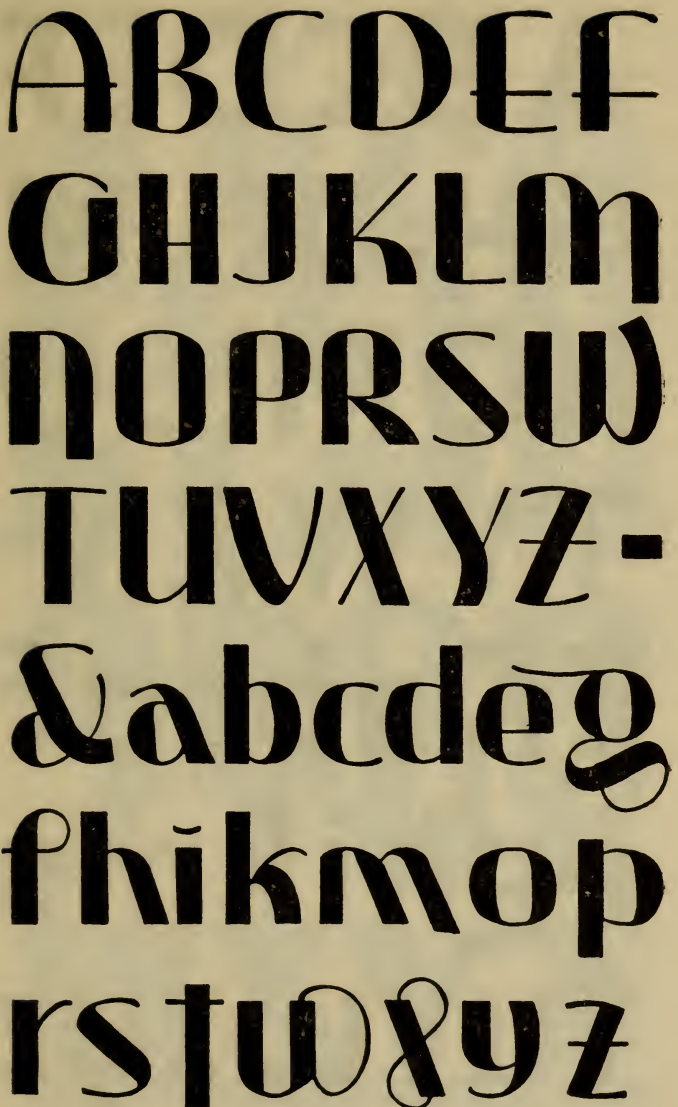
With a strong Classical feeling

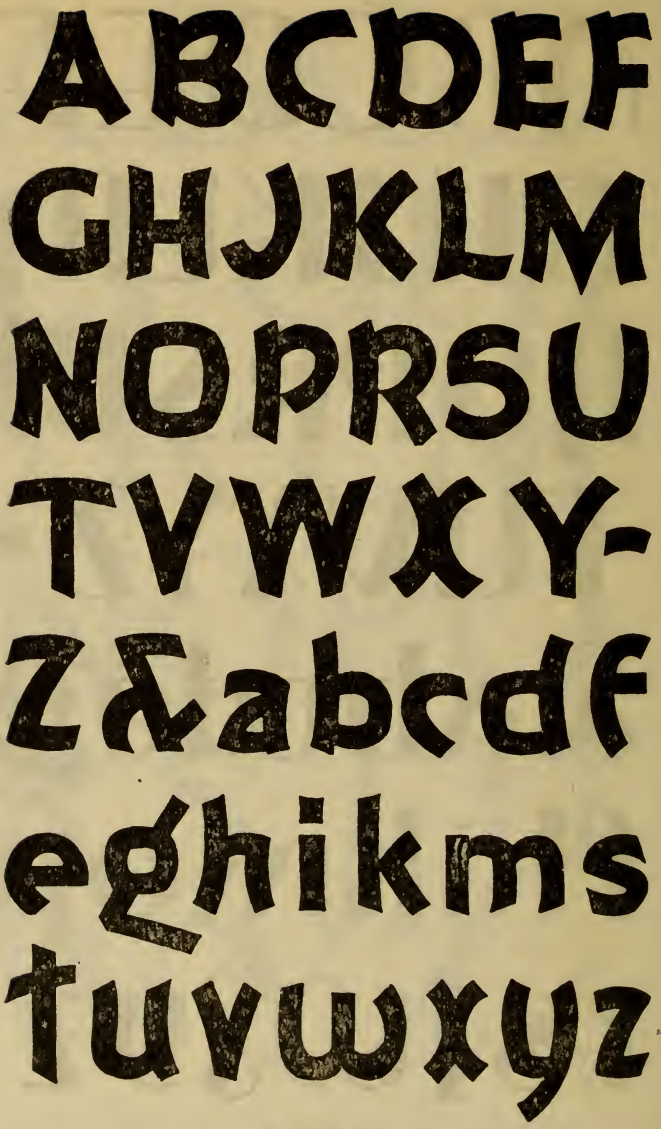
A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z

THESE MAY HELP

a n k m n
r s u w y


A B C D
E F G H I
J K L M
N O P Q
R S T U
W Y Z

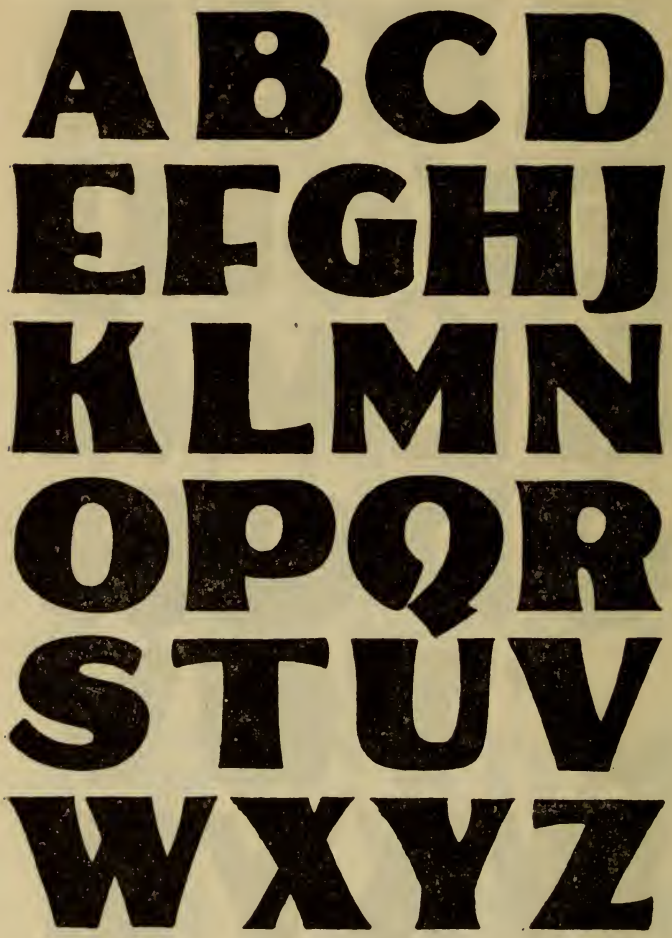

ABCDEF
GHJKLM
NOPRSW
TUVXYZ-
&abcdeg
fhikmop
rstuwxyz


ABCDEF
GHJKLM
NOPRSU
TVWXY-
Zabcdf
eghikms
tuvwxyz

POSTER



A BOLD POSTER



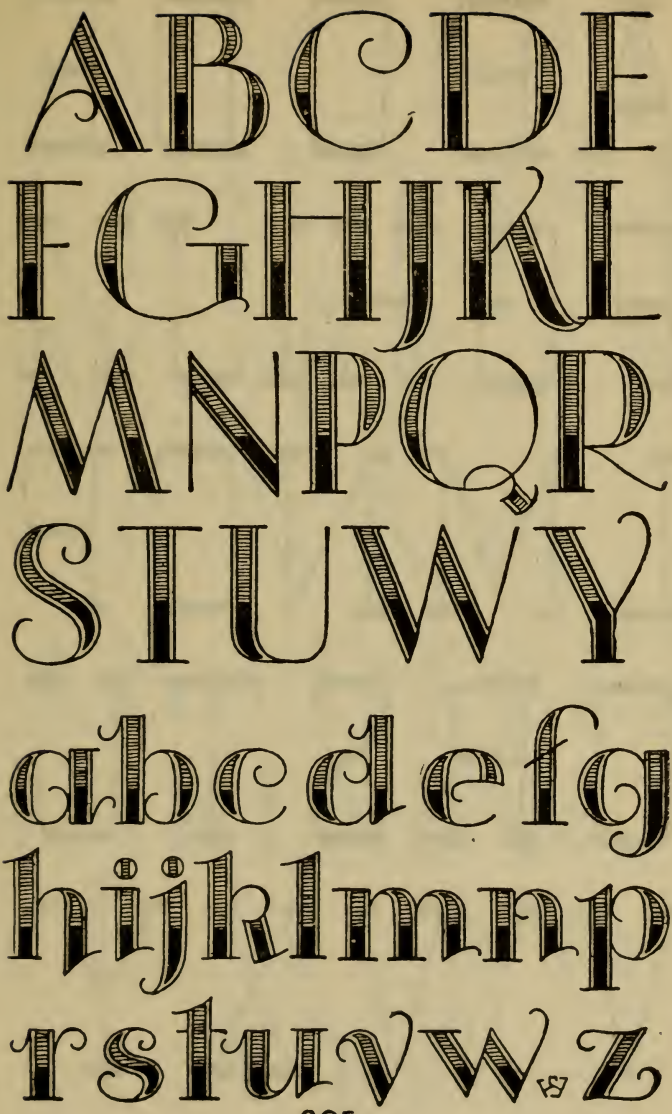
A HEAVY ONE



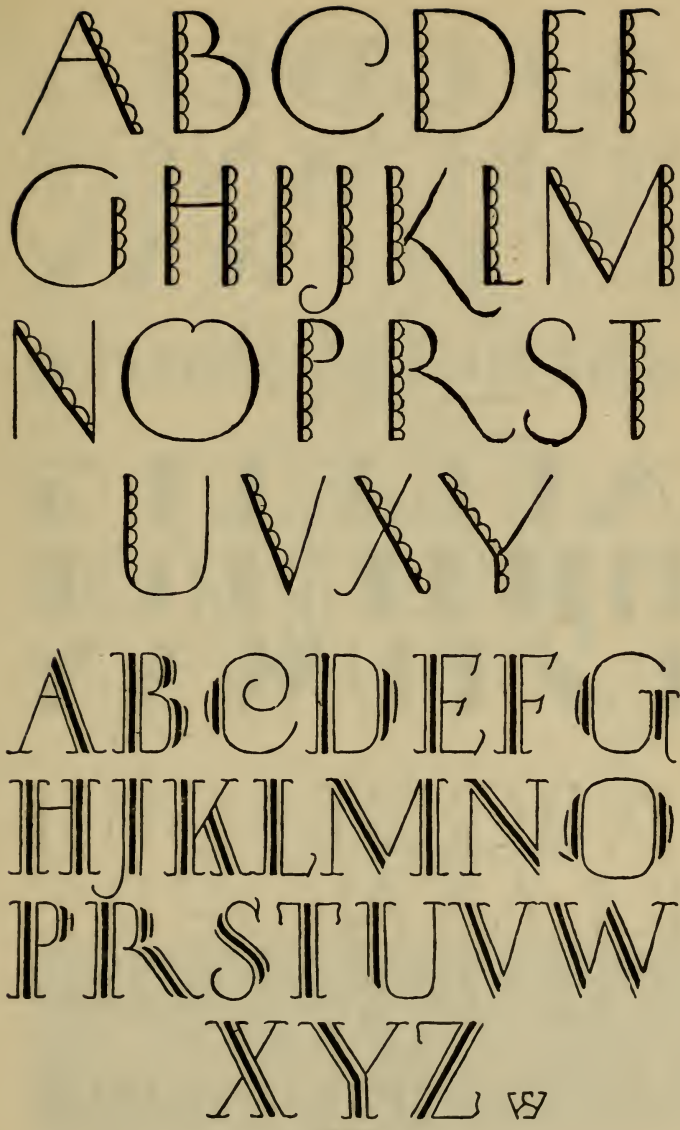
The Odd One

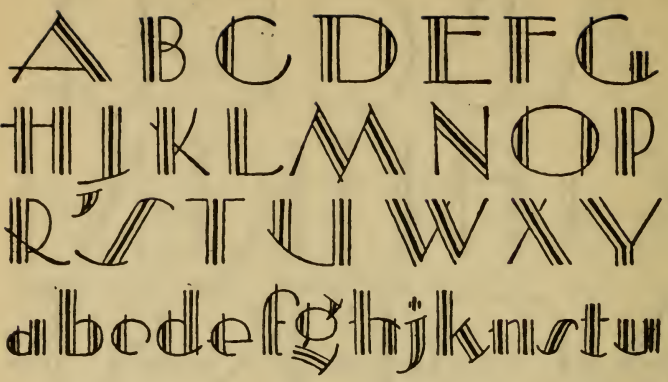
The Coast of Folly

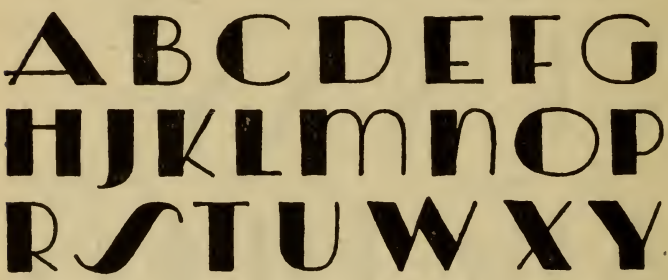
abcdefg
hijklmpr
stuwxyz


ABCDE
FGHJKL
MNPQR
STUWY
abcdefg
hijklmnp
rstuvwz

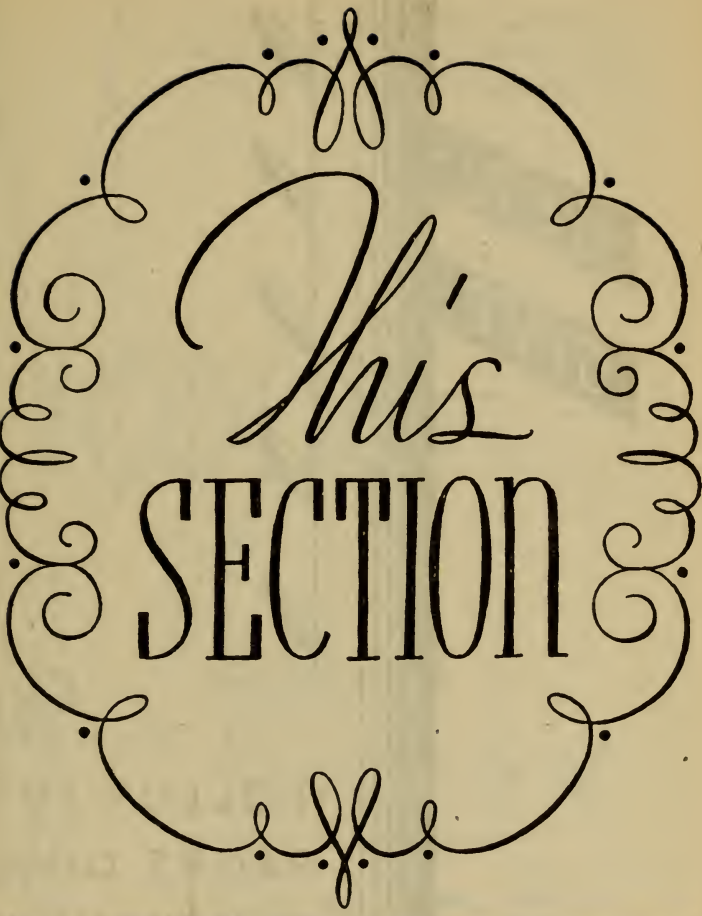

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y


A B C D E F
G H I J K L M
N O P R S T
U V X Y
A B C D E F G
H J K L M N O
P R S T U V W
X Y Z W





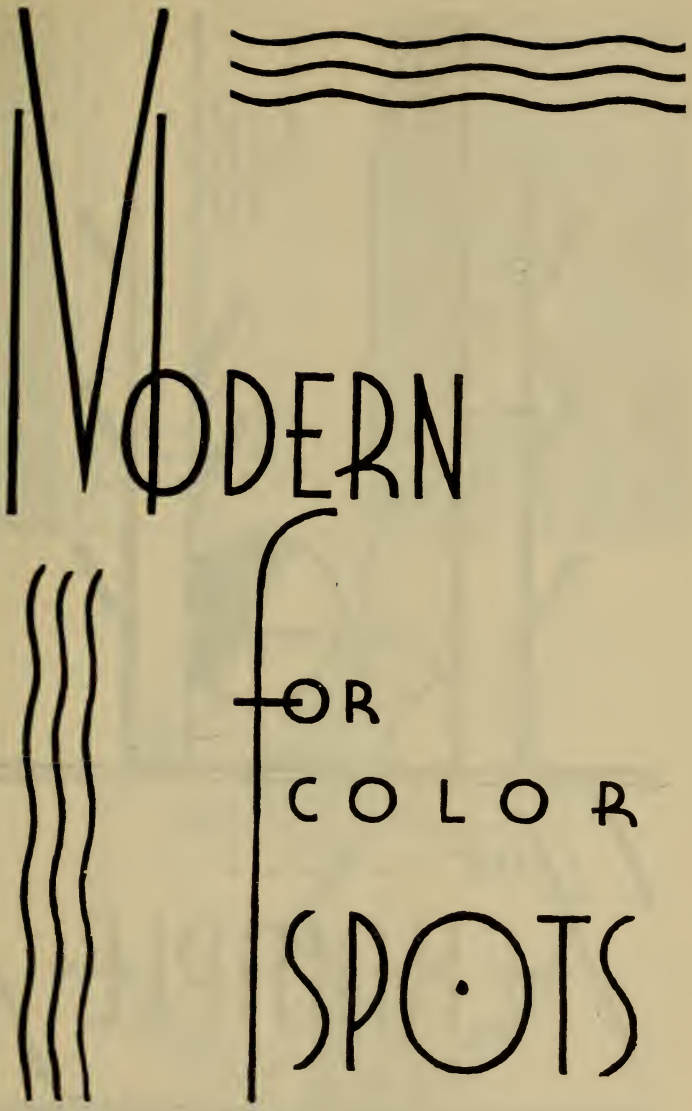


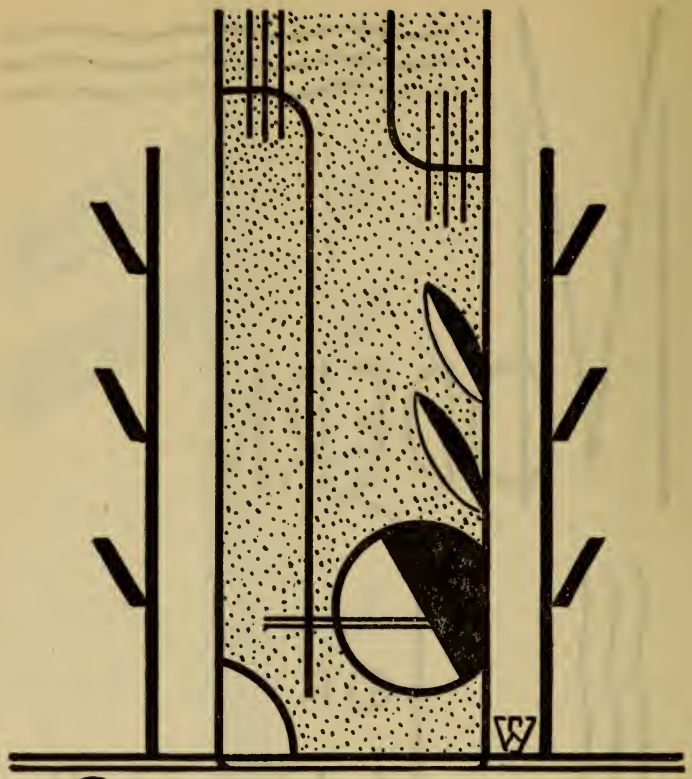


REVISED



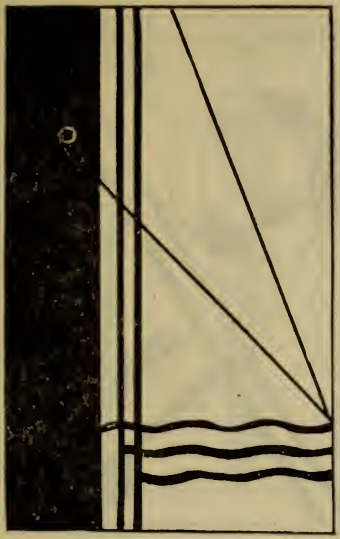
. . . . *The* FOLLOWING PAGES GIVE *new* THOUGHT IN MODERN DESIGN.


MODERN
FOR
COLOR
SPOTS



for.....

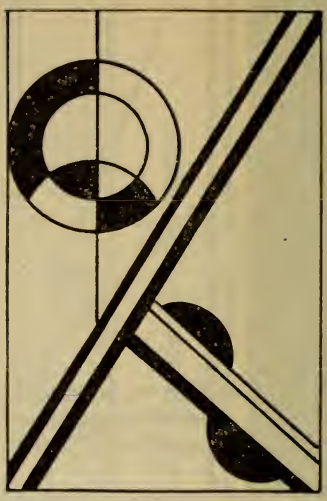
EXAMPLE







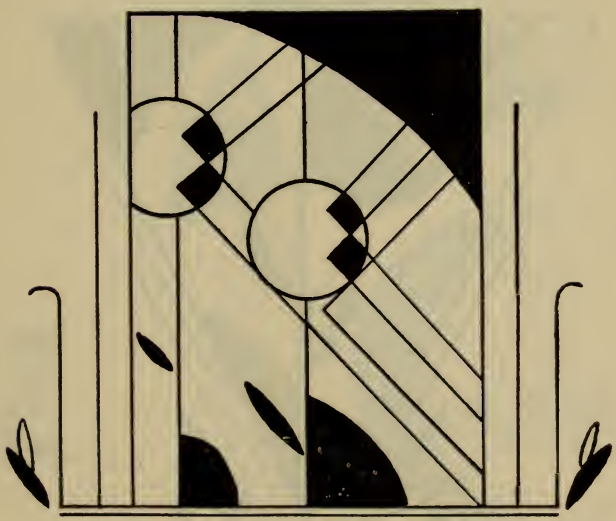


















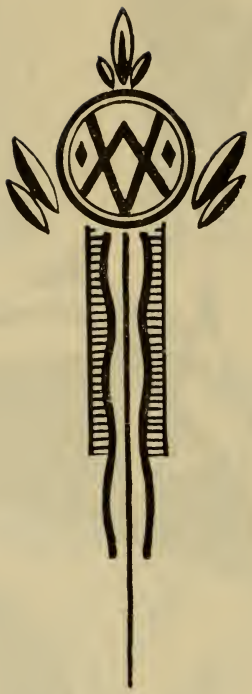






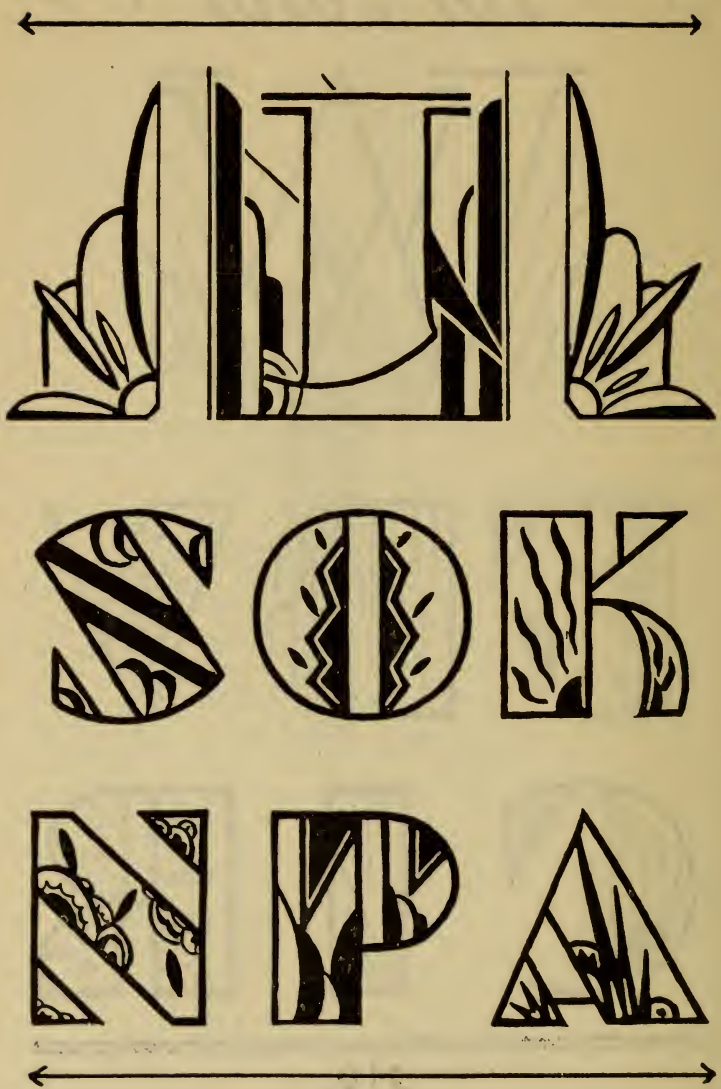






for color







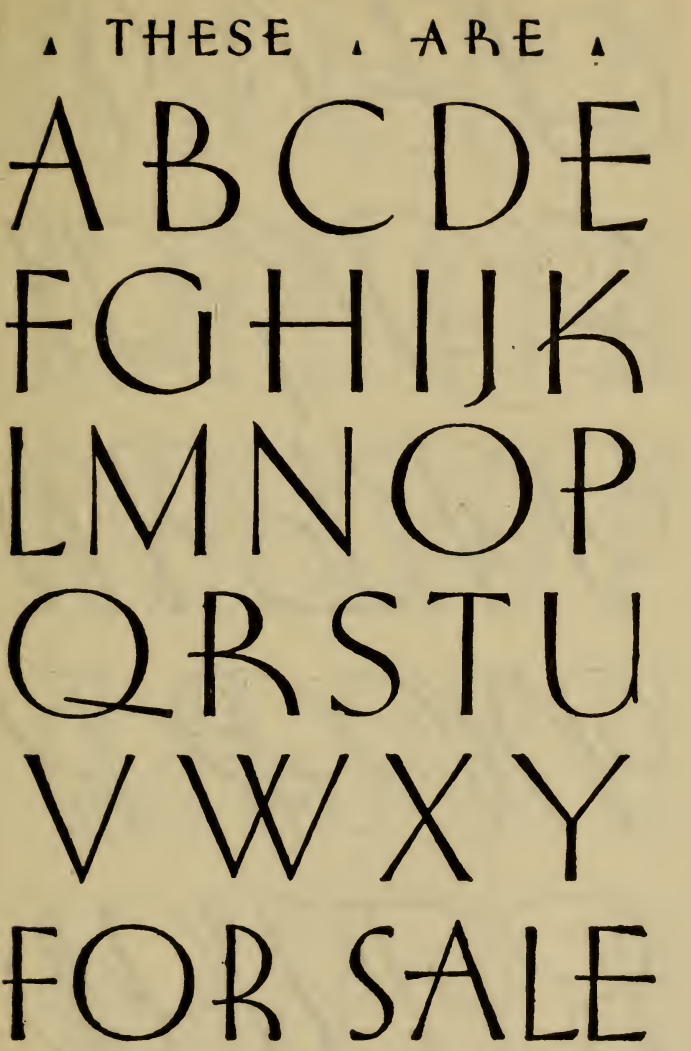


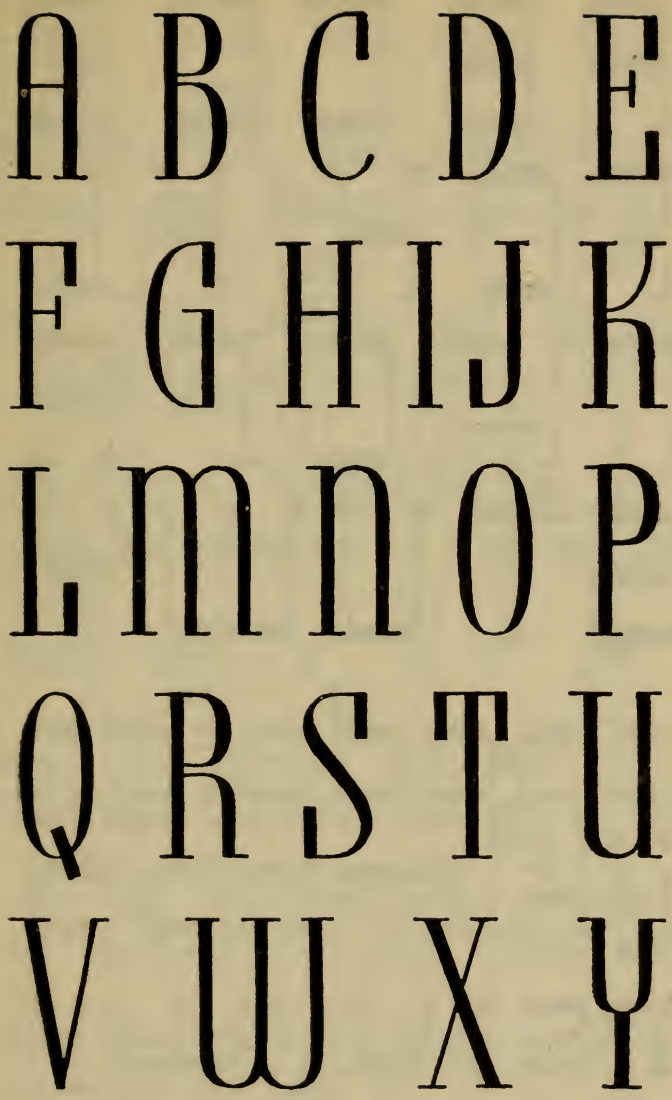


ALPHABETS ARE HERE

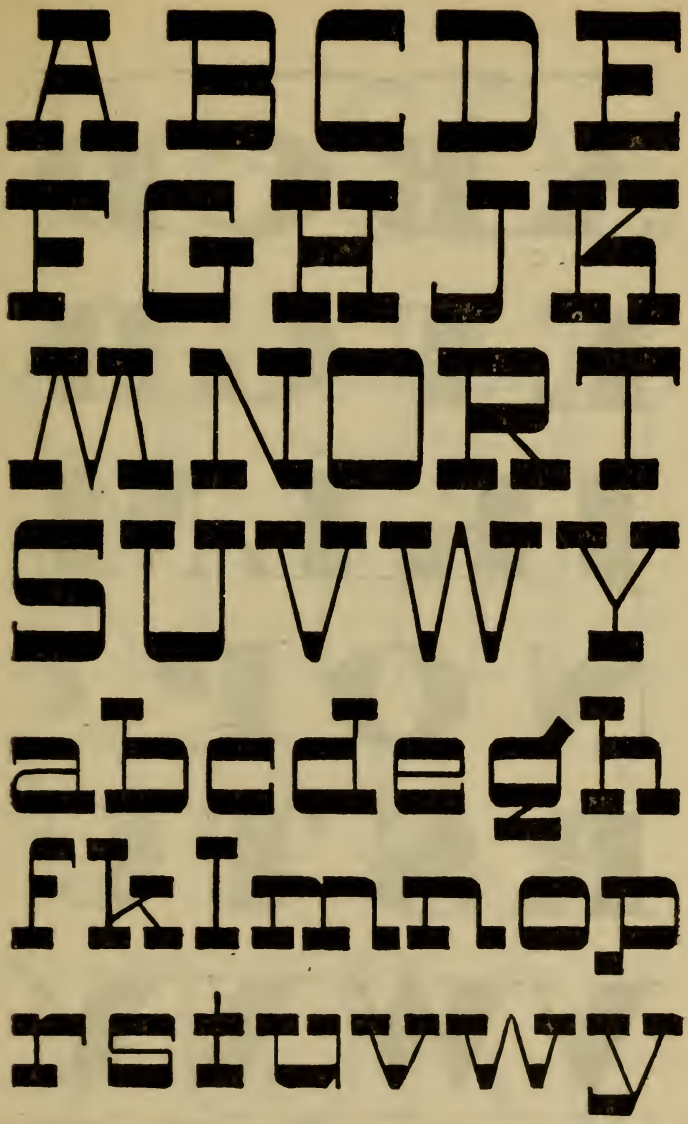


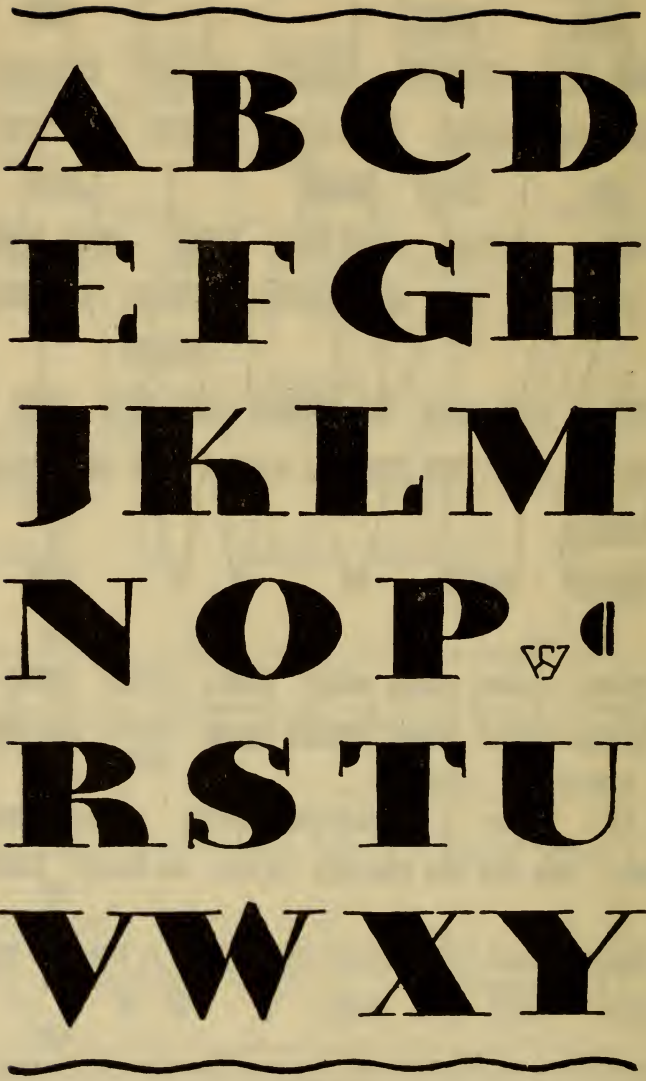

THESE NEW
ABCDE
FGHIJK
LMNOP
QRSTU
VWXY
PRICES

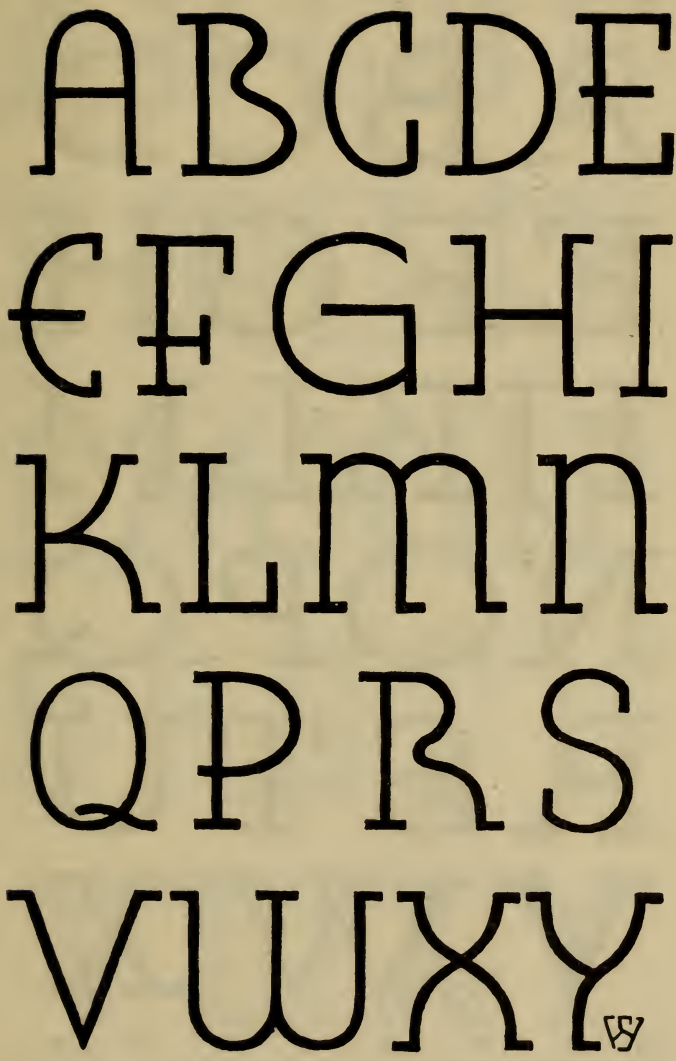

THESE ARE
A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y
FOR SALE

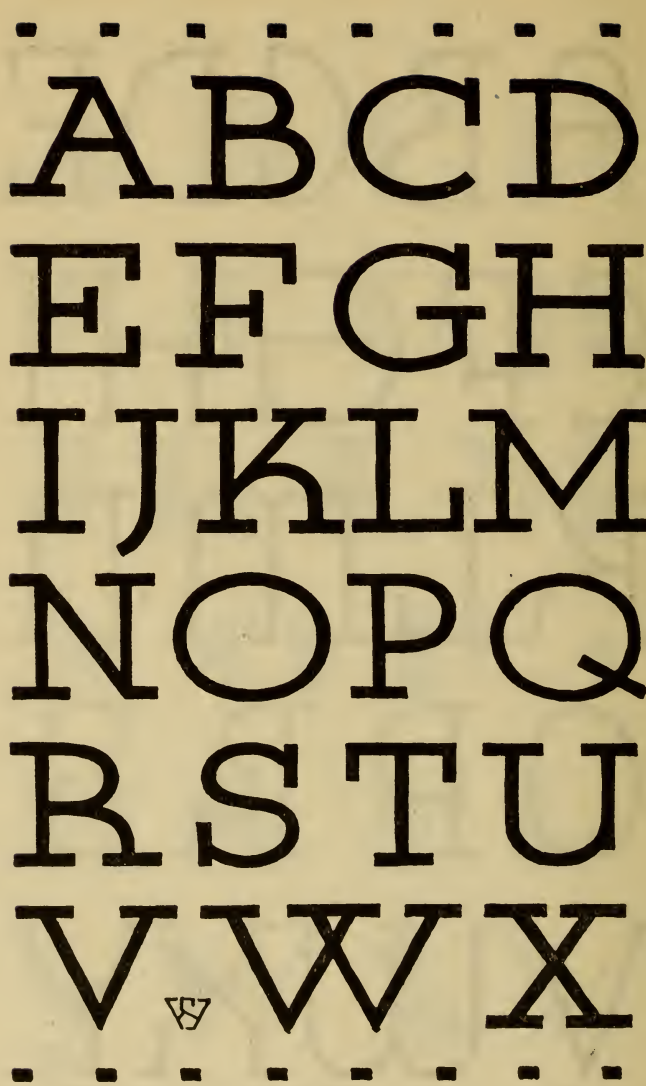

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y

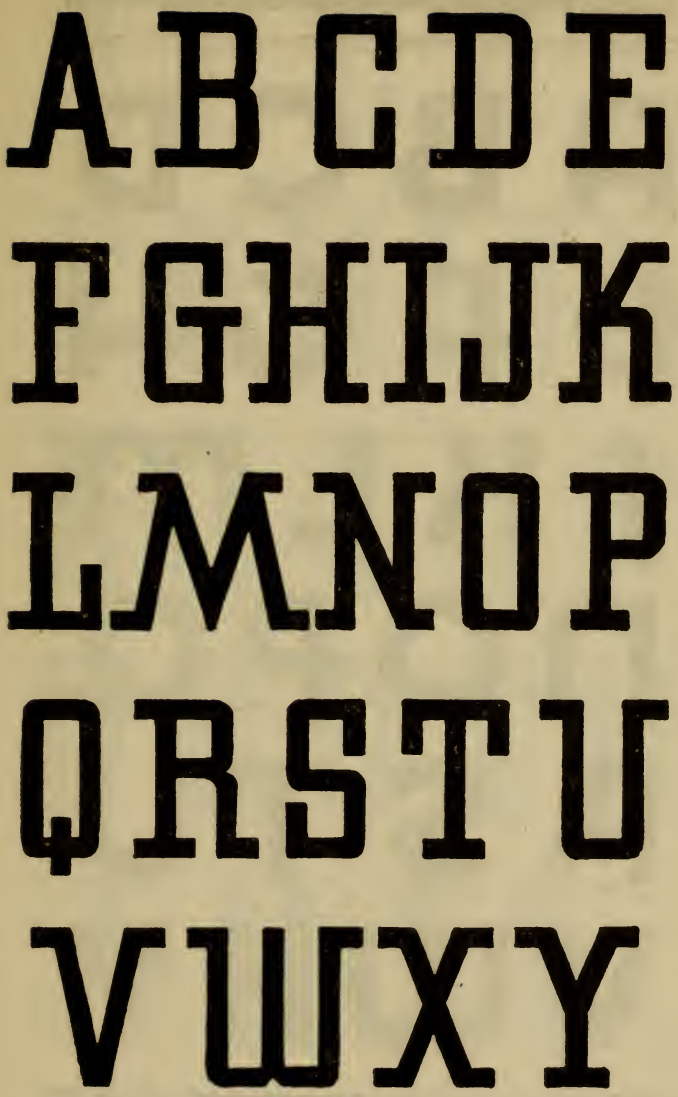

A B C D E
F G H J K L
M N O P R
S T U W Y
a b c d e f g h
i j k l m n o p
r s t u v w y

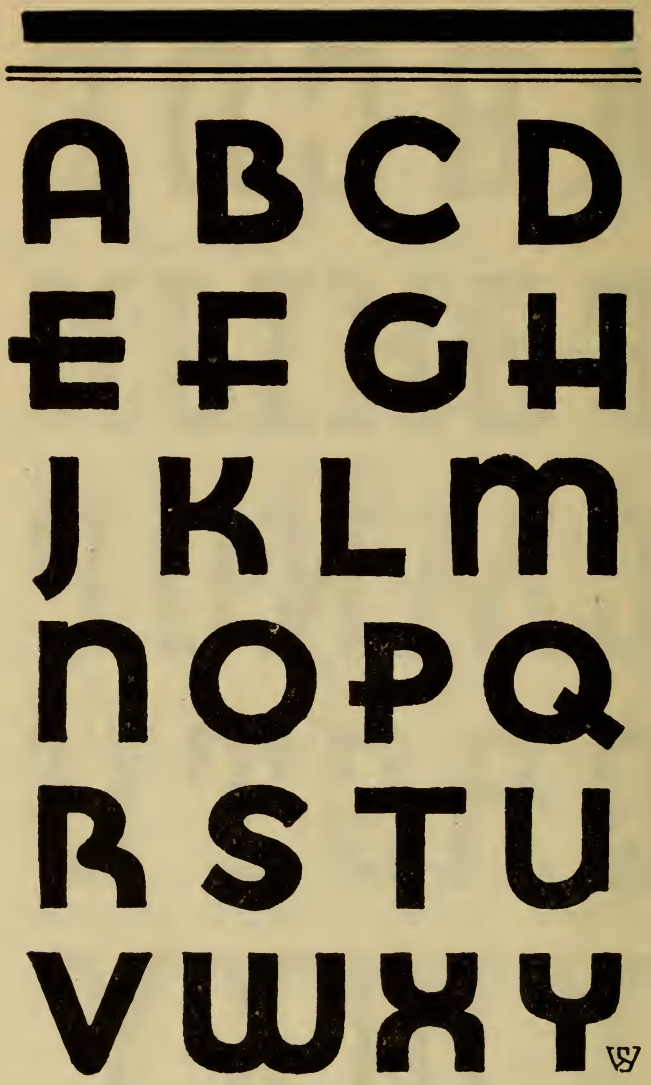

A B C D E
F G H J K
M N O R T
S U V W Y
a b c d e g h
f k l m n o p
r s t u v w y

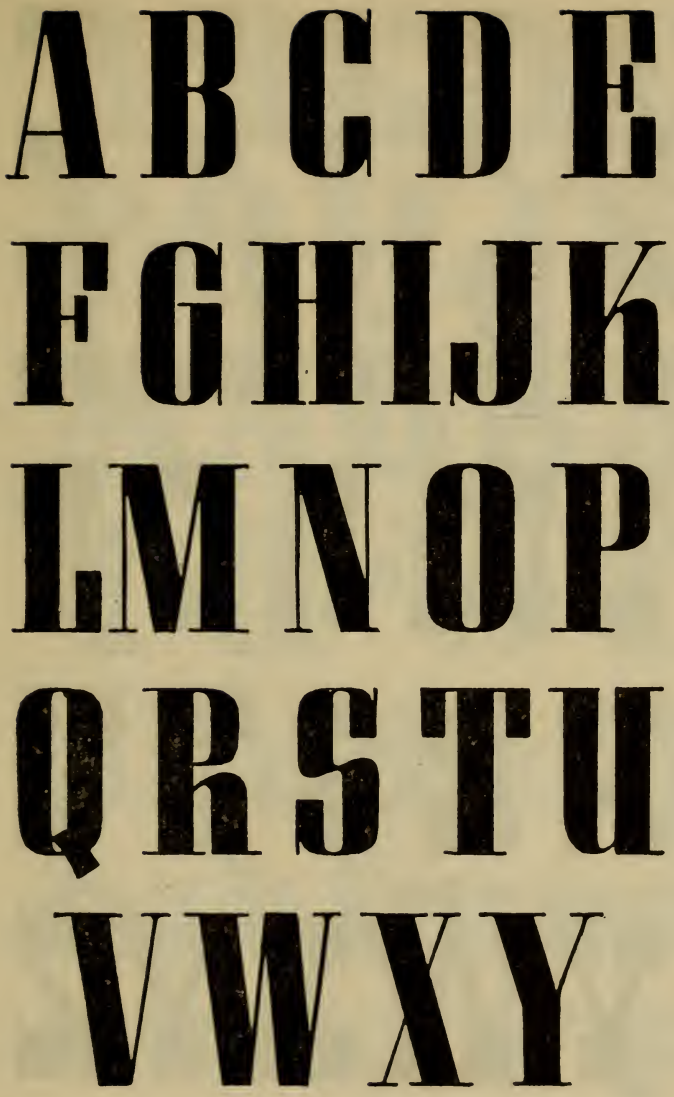

ABCD
EFGH
JKLM
NOP
RSTU
VWXY

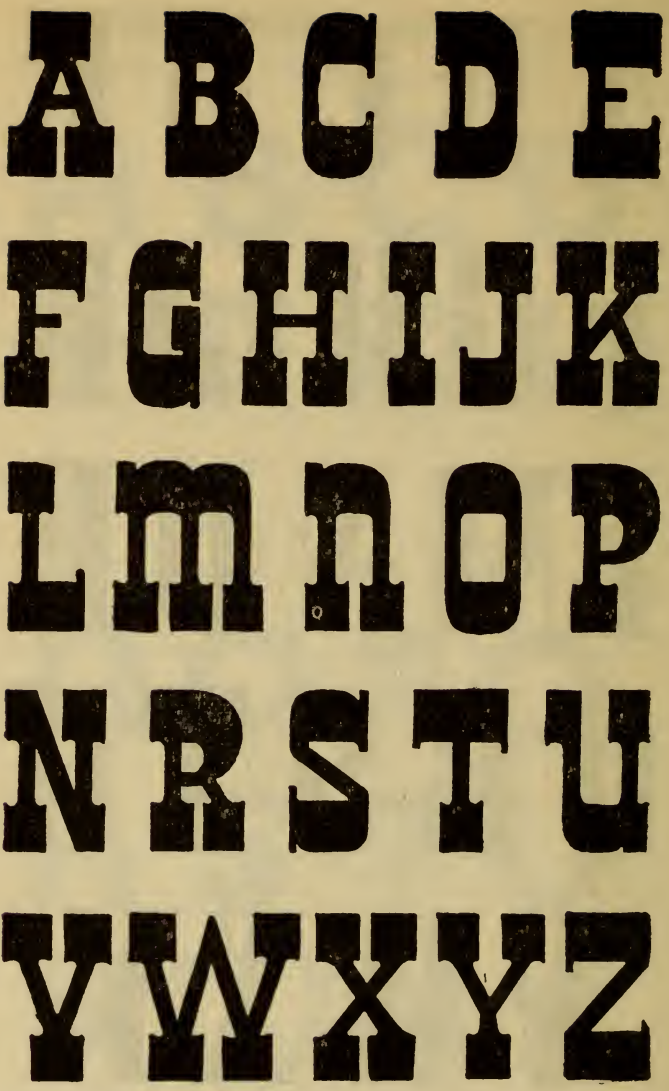

ABCDE
EFGHI
KLMN
QPRS
VWXY

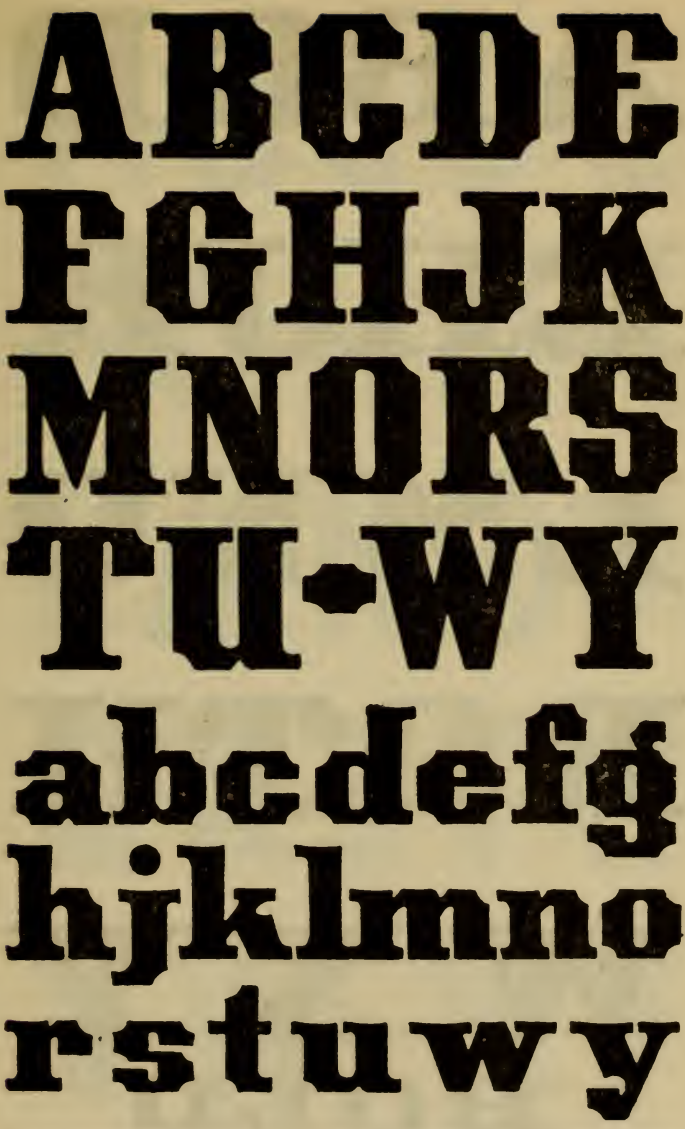

ABCD
EFGH
IJKLM
NOPQ
RSTU
VWX

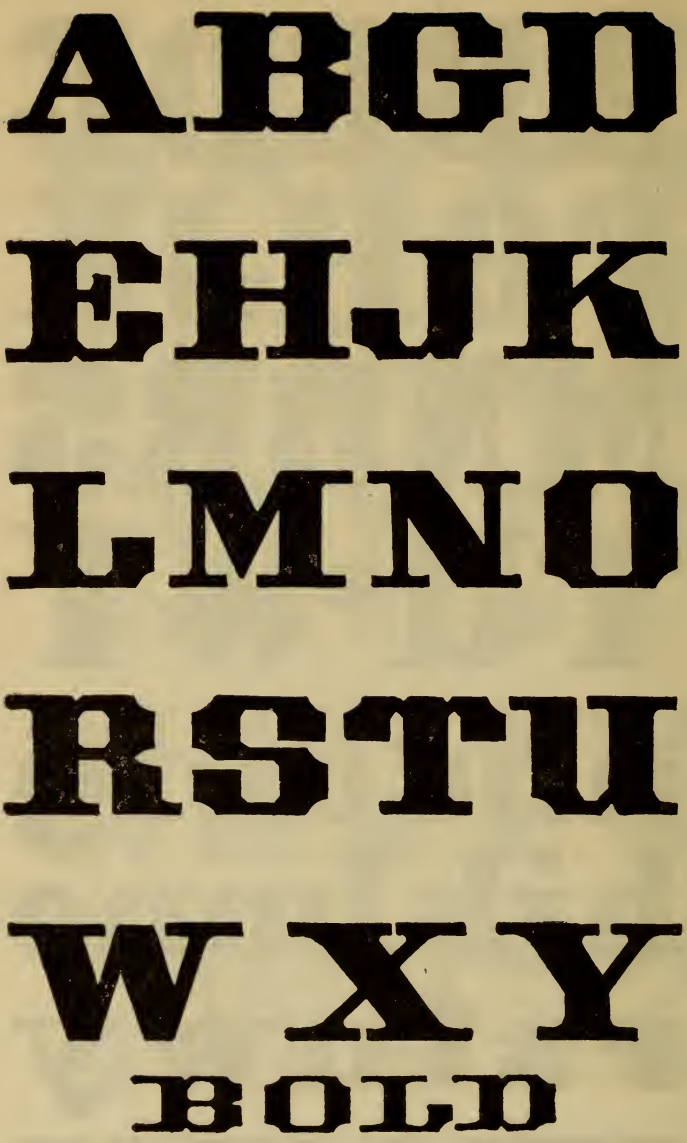

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y

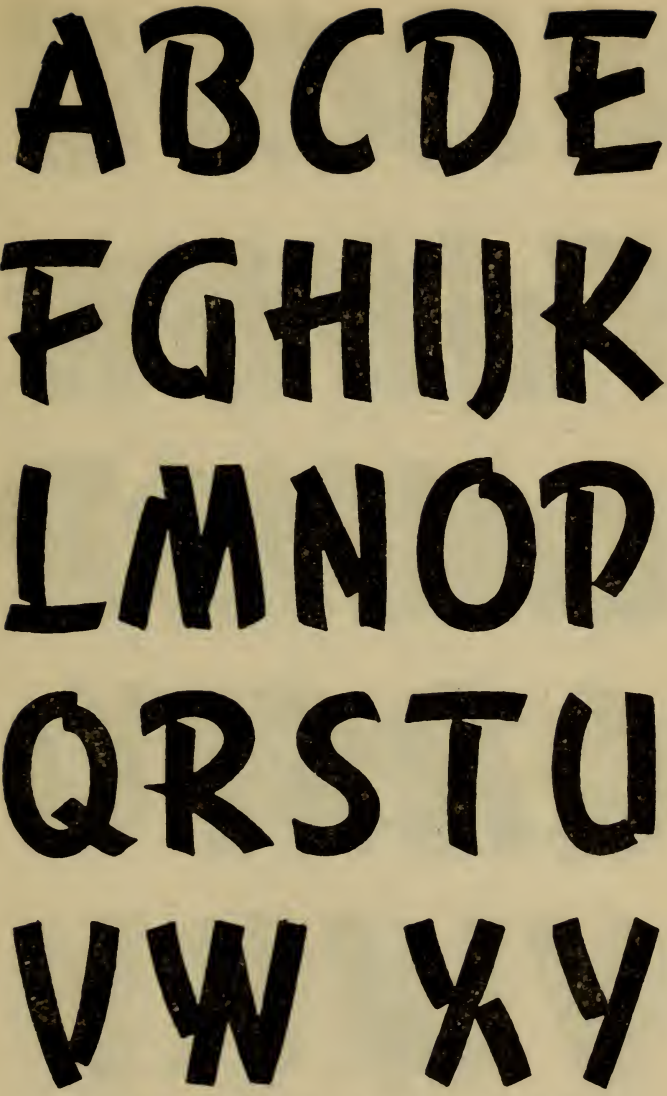

A B C D
E F G H
J K L M
N O P Q
R S T U
V W X Y


A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y


A B C D E
F G H I J K
L m n O P
N R S T U
Y W X Y Z


ABCDE
FGHJK
MNORS
TU-WY
abcdefg
hjklmno
rstuwy

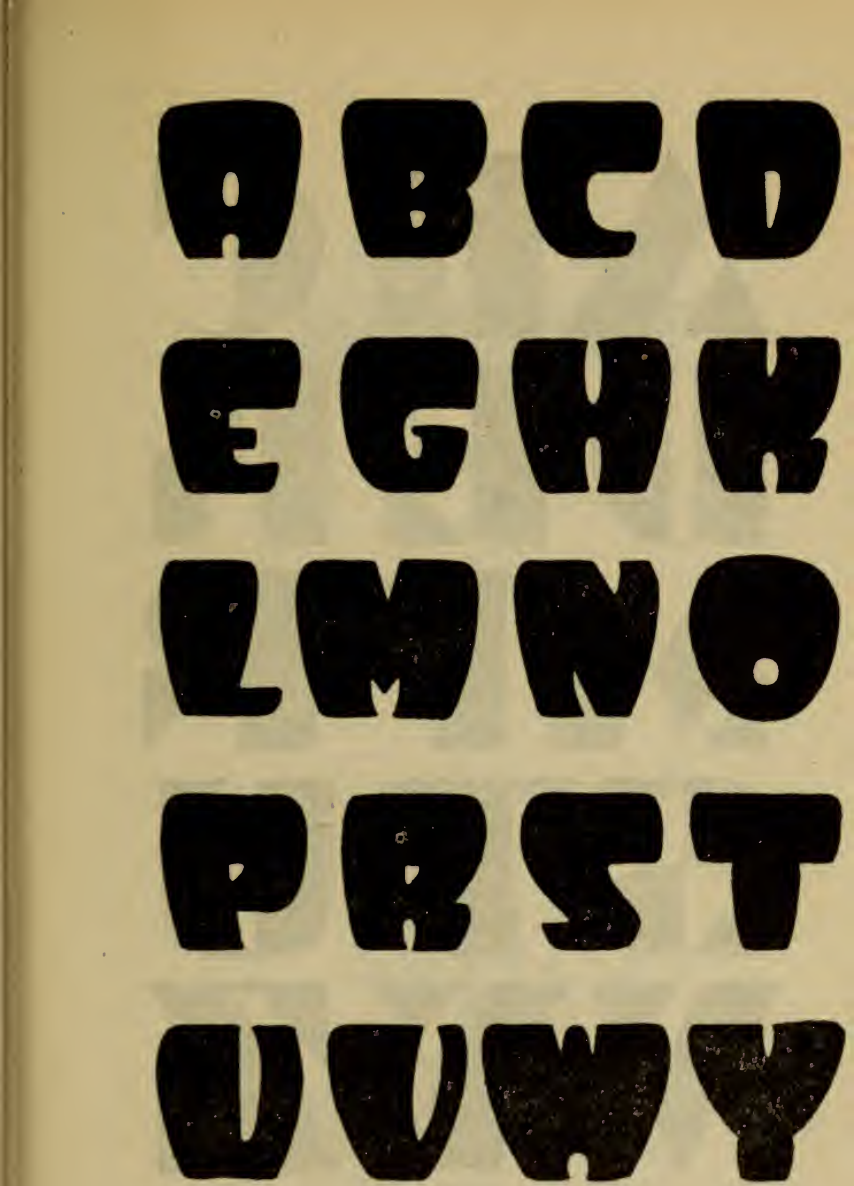

ABGD
EHJK
LMNO
RSTU
W X Y
BOLD



LETTER UNEVENCY



CALL THIS CHRYSLER



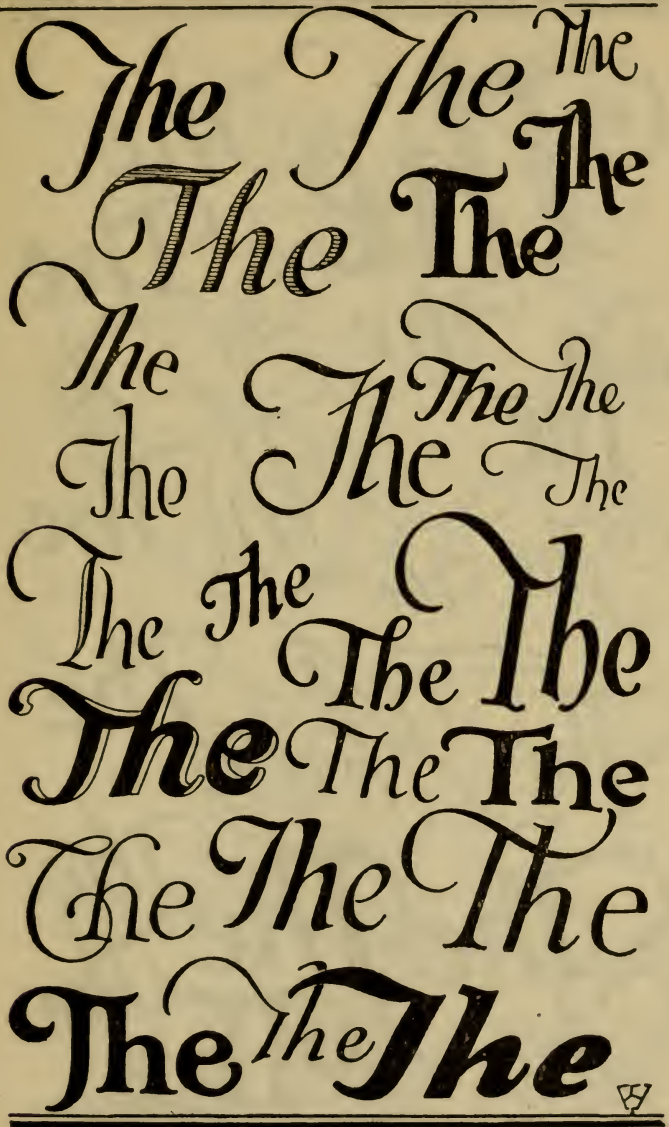
bedowin


ABC
DEK
MPR
STU
VYZ

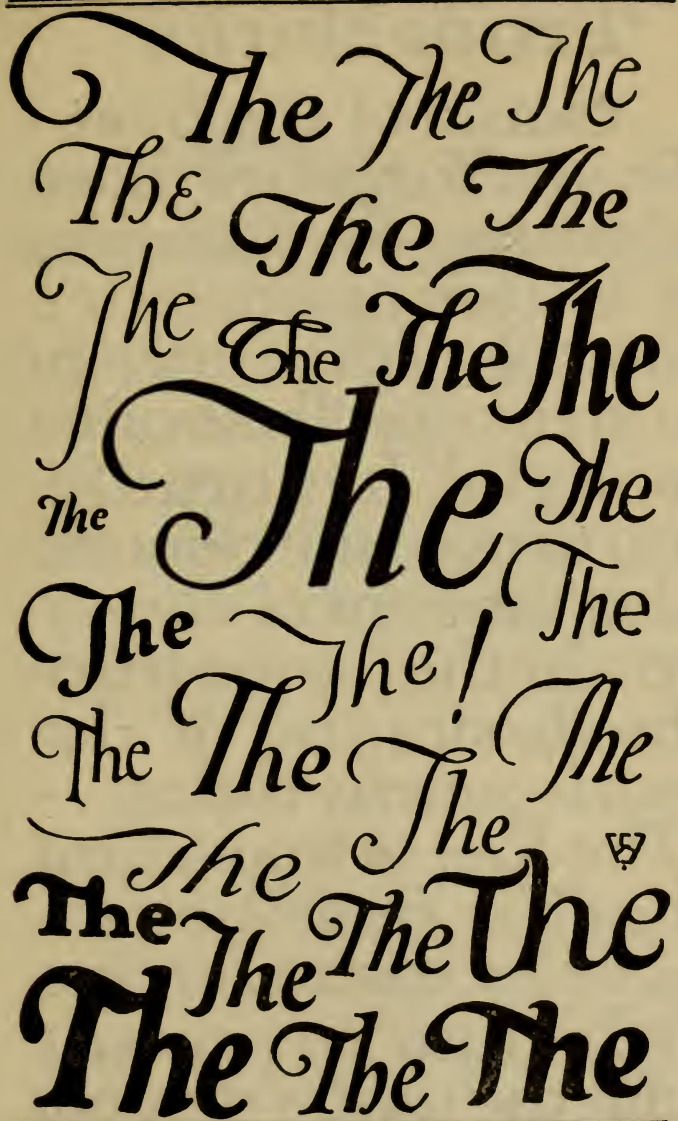

by
WELO



The The The The
The The The
The The The


The The The
The The
The
The The The
The The The
The The The
The The The
The The The
The The The
The The The


The
The
The
The
The
The
The
The
The
The
The
The
The
The
The
The
The
The
The
The
The
The
The
The


The The The
The The The
The The The The
The The The
The The!
The The The
The The
The The The
The The The

TradeMarks

Some of the best ~ *TradeMarks* are those which use combinations of letters or abstract symbols with no attempt to strive for illustrative material. It is gratifying to note the remarkable amount of clever study that goes into the designing of the *trade-marks* today ~ ~ *The* fact is important that few designers ~ have let their striving for beauty run away with the "*utility*" thought



A FIGURETTE THAT TELLS THE "ROLLS-ROYCE" STORY AND CONSEQUENTLY HAS VIRTUALLY BECOME A TRADE MARK

The Rolls-Royce, when it first started business, settled upon a trade mark in the form of the two R's, intertwined.

Not long ago a beautiful silver figurette was placed on the radiator cap of the car; the poised figure of a woman, balanced on one foot, body flung far forward and flying draperies indicative of easy, swift flight.

A single advertisement appeared in which this figure was featured in the pictorial display. It appealed at once.



AN EXAMPLE OF THE REPETITION IDEA USED FOR STRESSING TRADE CHARACTER ONLY

Trade-Marks


1


2


3


4


5



6



7



8


9


10

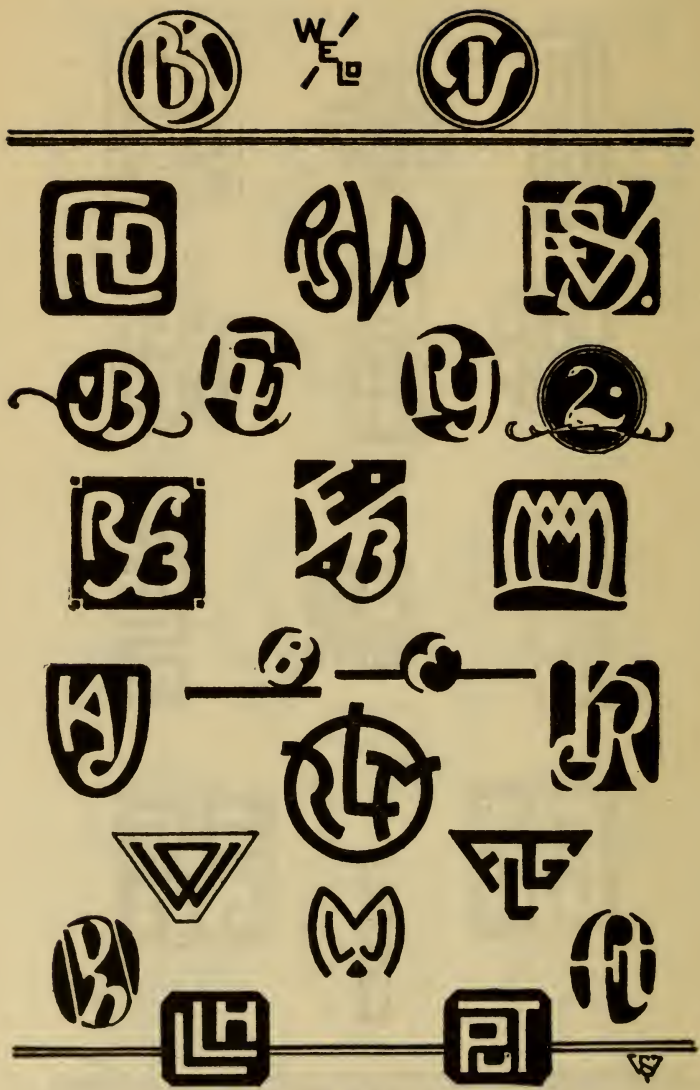
(1) LEE TIRE & RUBBER CO. N.Y. (4) THE OHIO STEEL FOUNDRY CO. LIMA, O

A few of the most striking American *trade-marks*, illustrate nicely how far this country has advanced in *trade-mark* design.

MONOGRAMS




ASG
RDS
EMB
ESR
RES

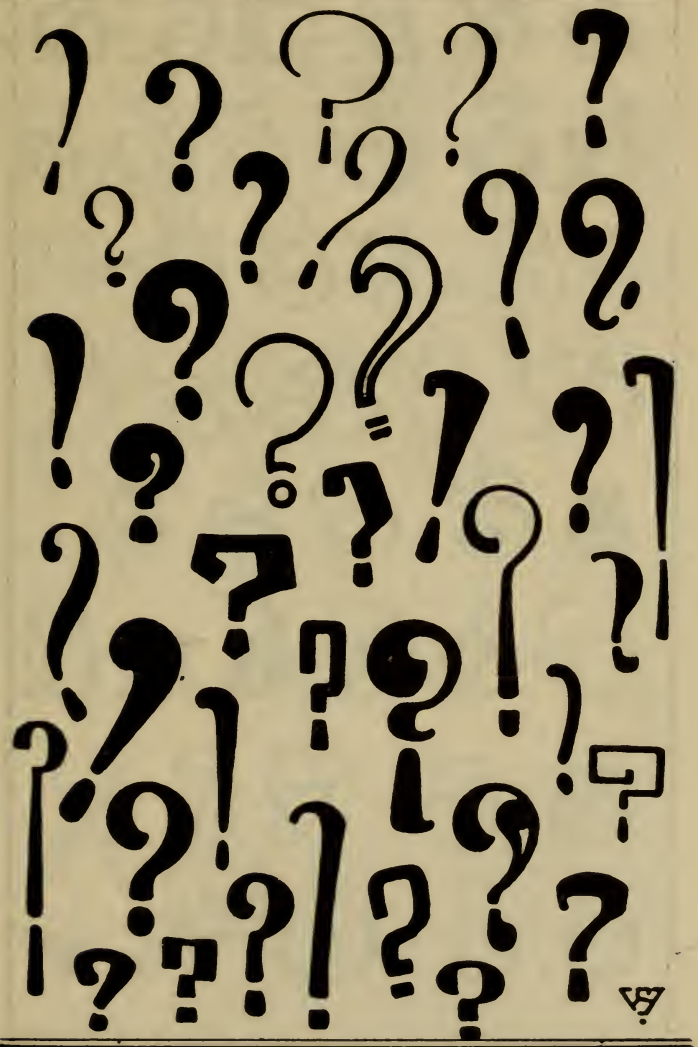


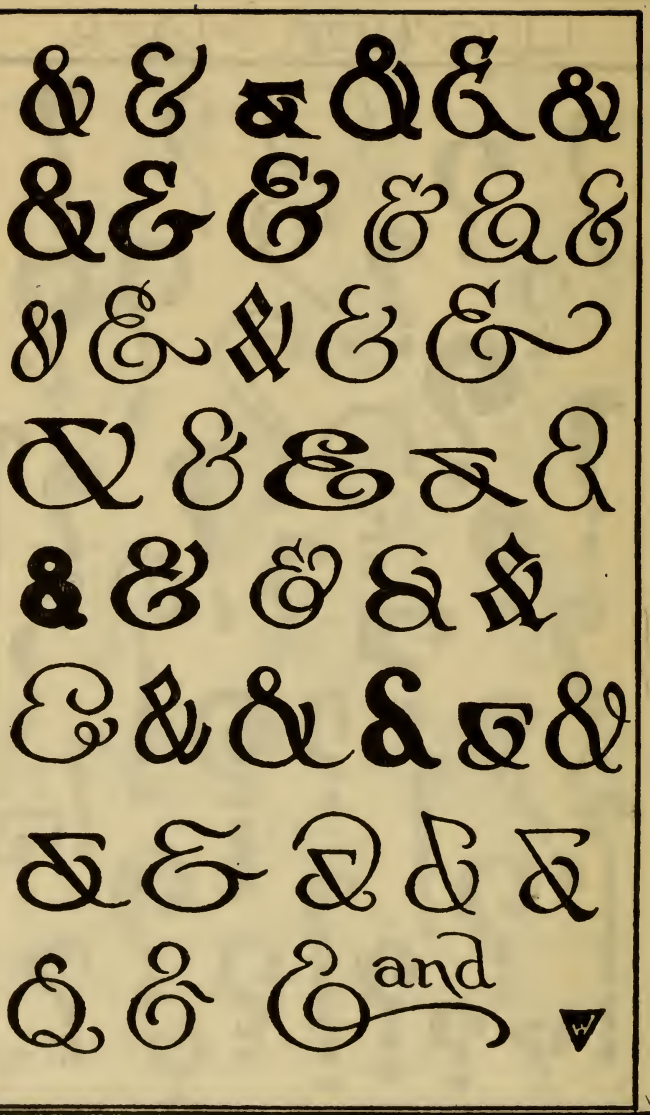

BEATRICE
OTTO BERTHA



The time is often when the smallest kind of a hunch would do the trick

Question Mark




and

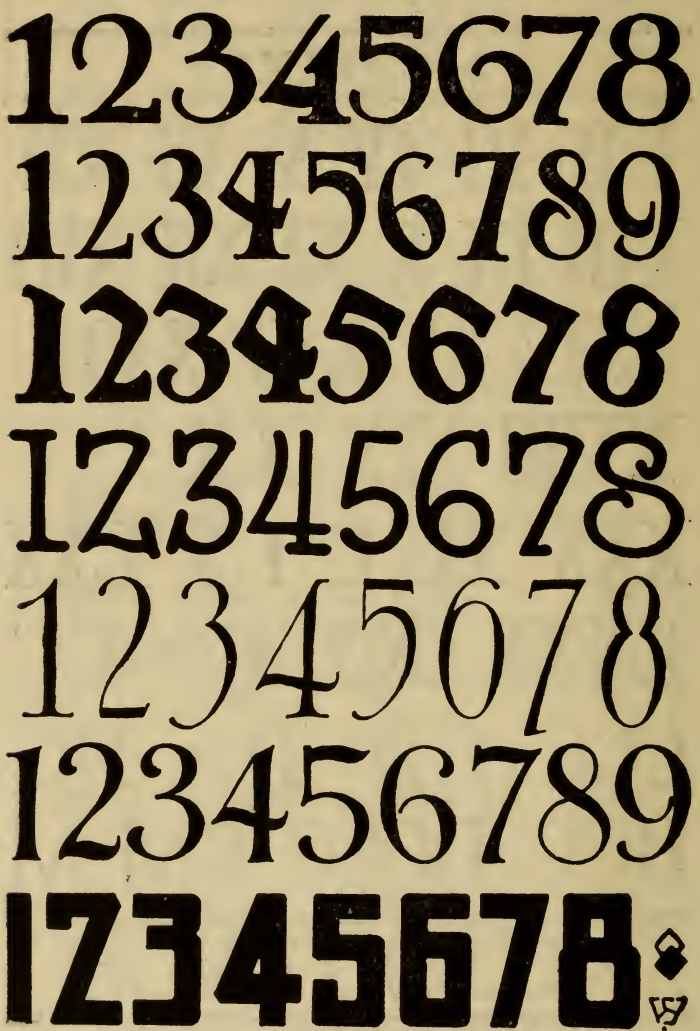
ROMAN

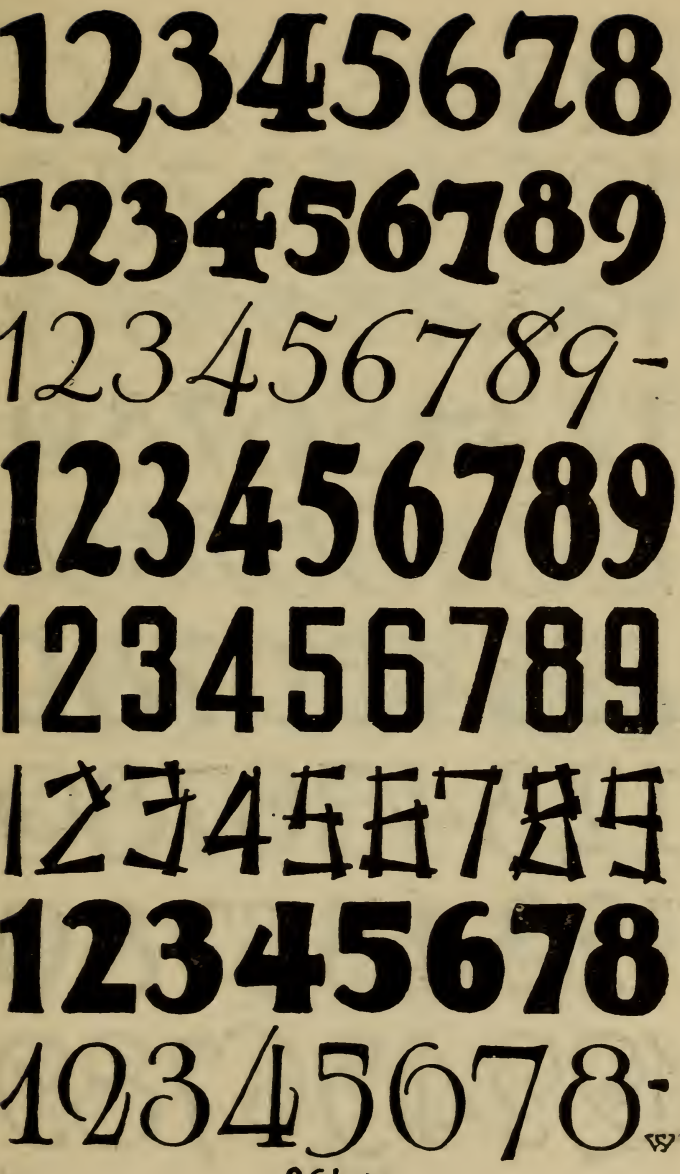
- MCMXXV -

I II III IV V VI VII
VIII IX X XI XII XIII
XIV XV XVI XVII
XVIII XIX XX - - -
XXX XL L LX LXX
30 40 50 60 70
LXXX XC C - CC
80 90 100 200
CCC - CD - D - DC
300 400 500 600
DCC DCCC CM - M
700 800 900 1000

NUMERALS

NUMERALS


12345678
123456789
12345678
12345678
12345678
123456789
12345678


12345678
123456789
123456789-
123456789
123456789
123456789
12345678
12345678-

123456789

123456789

123456789

123456789

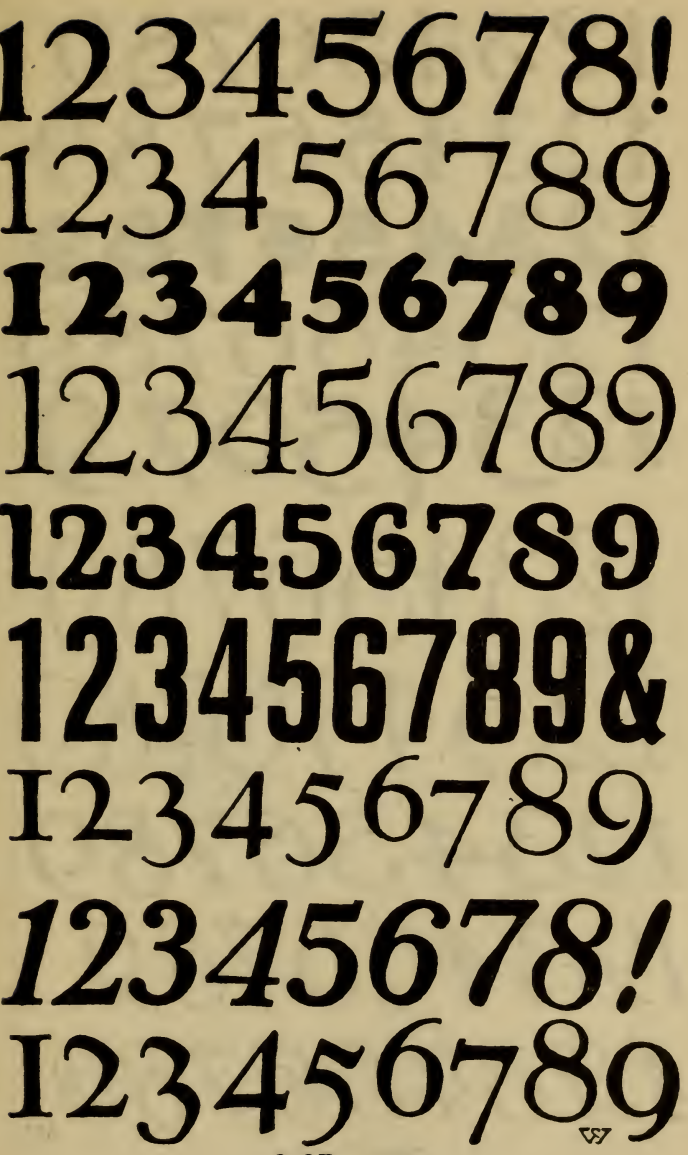
123456789

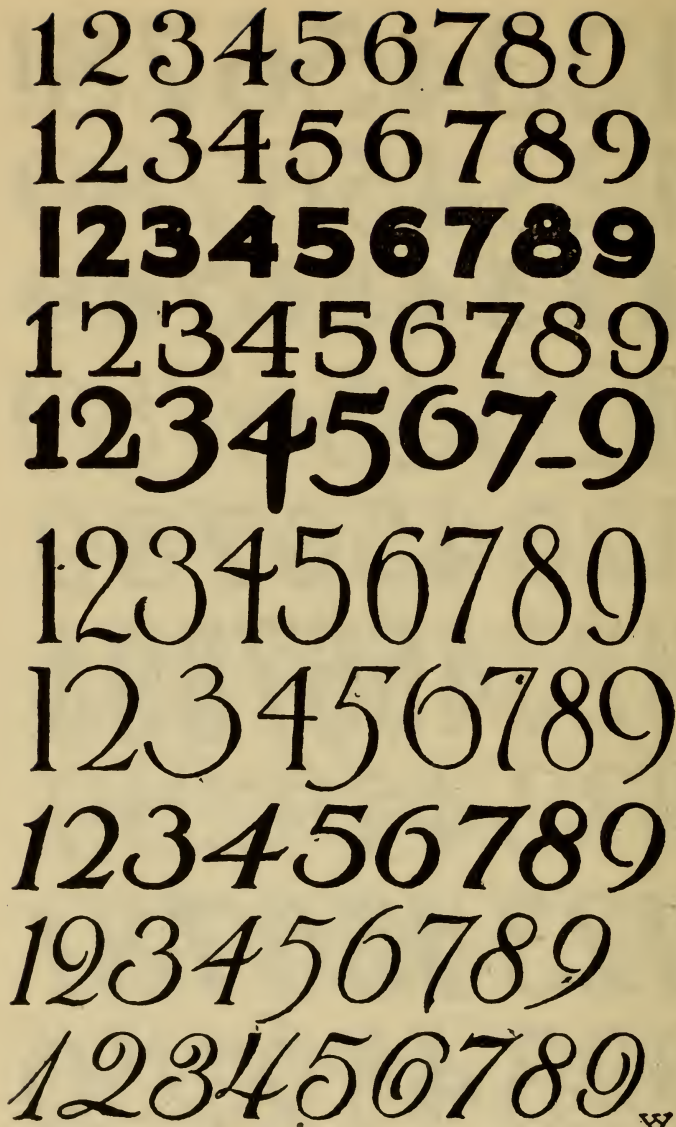
123456789

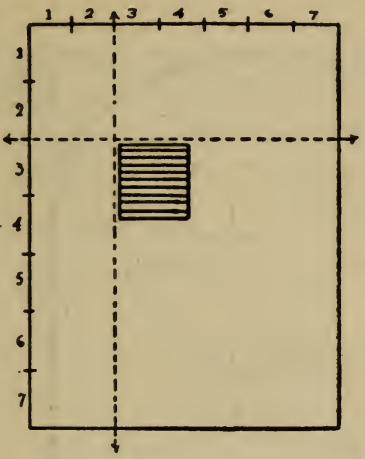
123456789

123456789

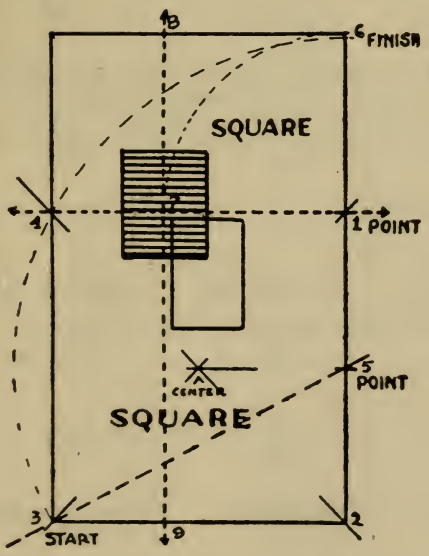
123456789

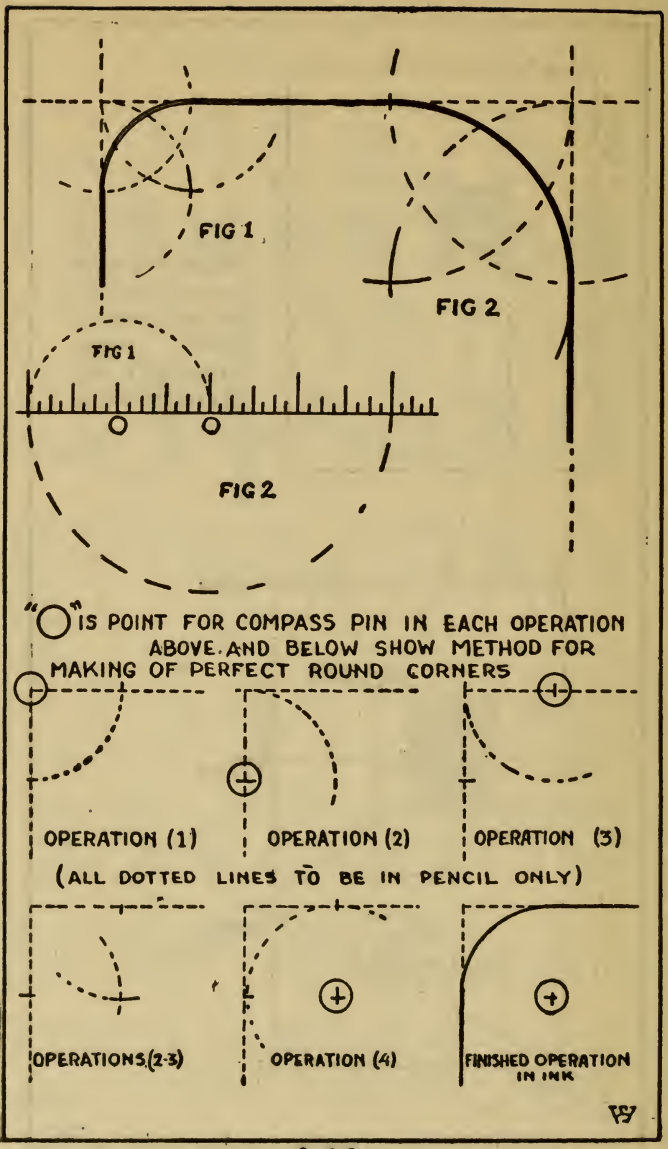

12345678!
123456789
123456789
123456789
123456789
123456789&
I23456789
12345678!
I23456789

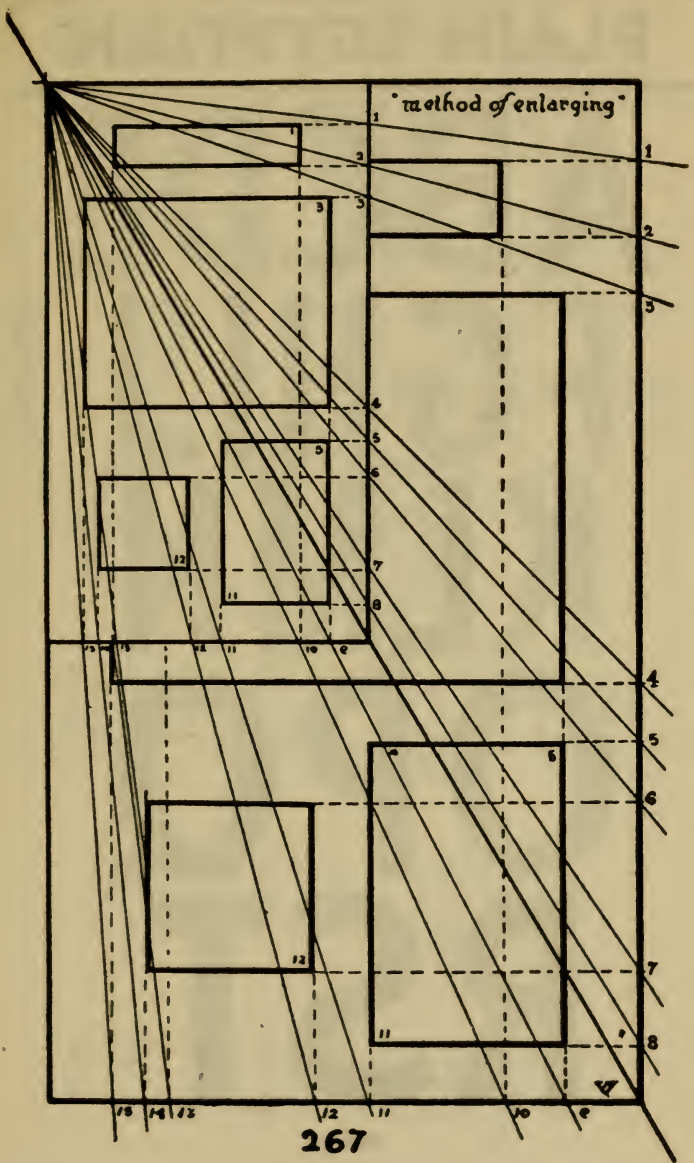

123456789
123456789
123456789
123456789
123456789
123456789
123456789
123456789
123456789
123456789
123456789



SHOWING TWO WAYS TO GET PLACEMENT FOR YOUR SUBJECT OR ILLUSTRATION



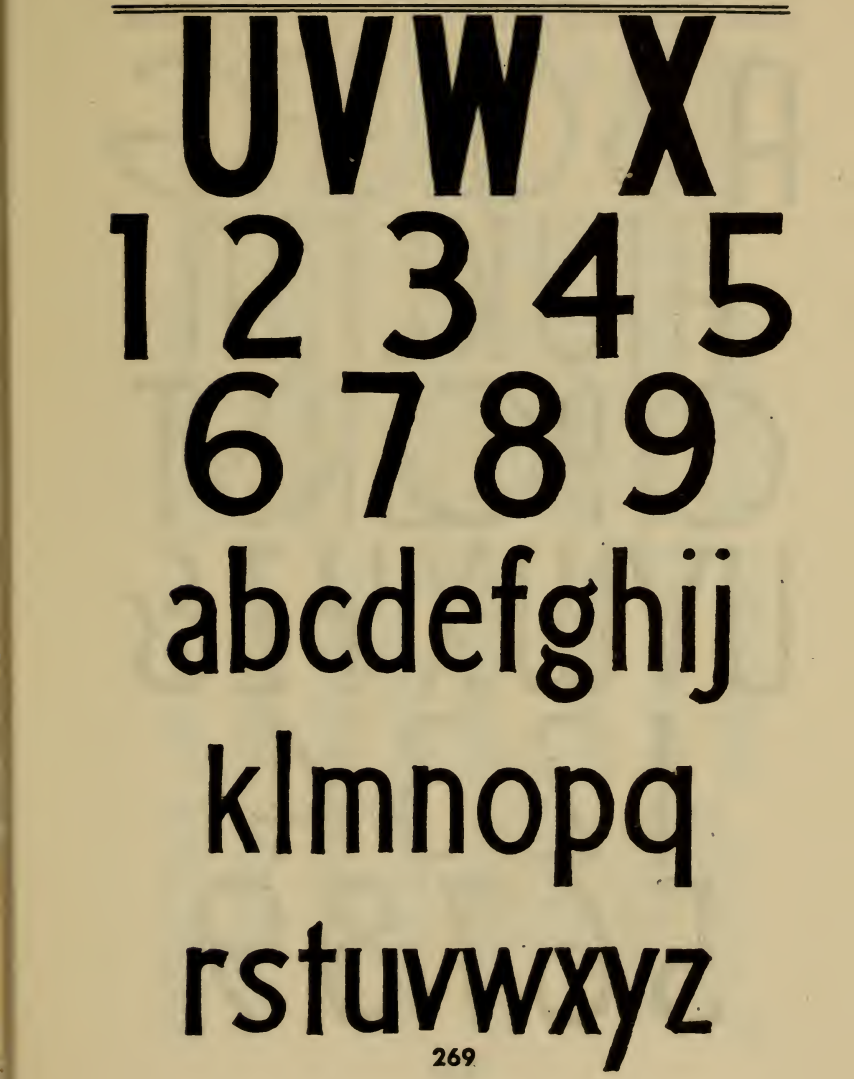

FIG 1
FIG 2
FIG 1
FIG 2
"O" IS POINT FOR COMPASS PIN IN EACH OPERATION ABOVE AND BELOW SHOW METHOD FOR MAKING OF PERFECT ROUND CORNERS
OPERATION (1)
OPERATION (2)
OPERATION (3)
(ALL DOTTED LINES TO BE IN PENCIL ONLY)
OPERATIONS (2-3)
OPERATION (4)
FINISHED OPERATION IN INK


"method of enlarging"

PLAIN EGYPTIAN



PLAIN EGYPTIAN



MODERN GOTHIC



MODERN GASPIPE



MODERN GASPIPE

RSTU
VWXY
Z
12345
6789

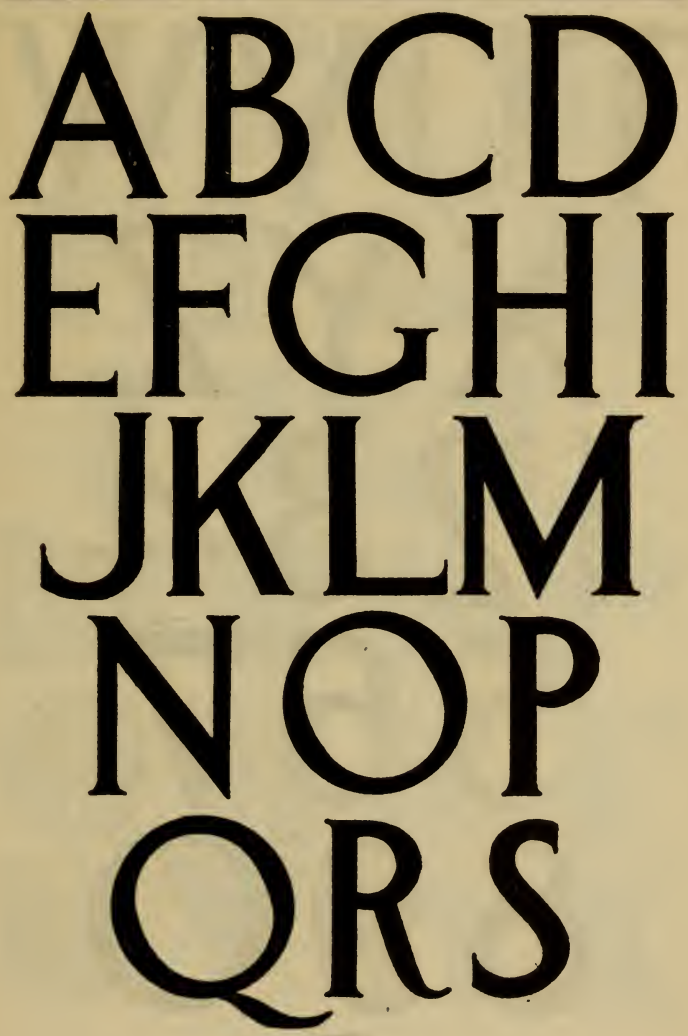
BROADWAY



BROADWAY



CLASSIC ROMAN



CLASSIC ROMAN

TUVW
XYZ
1234
567
890

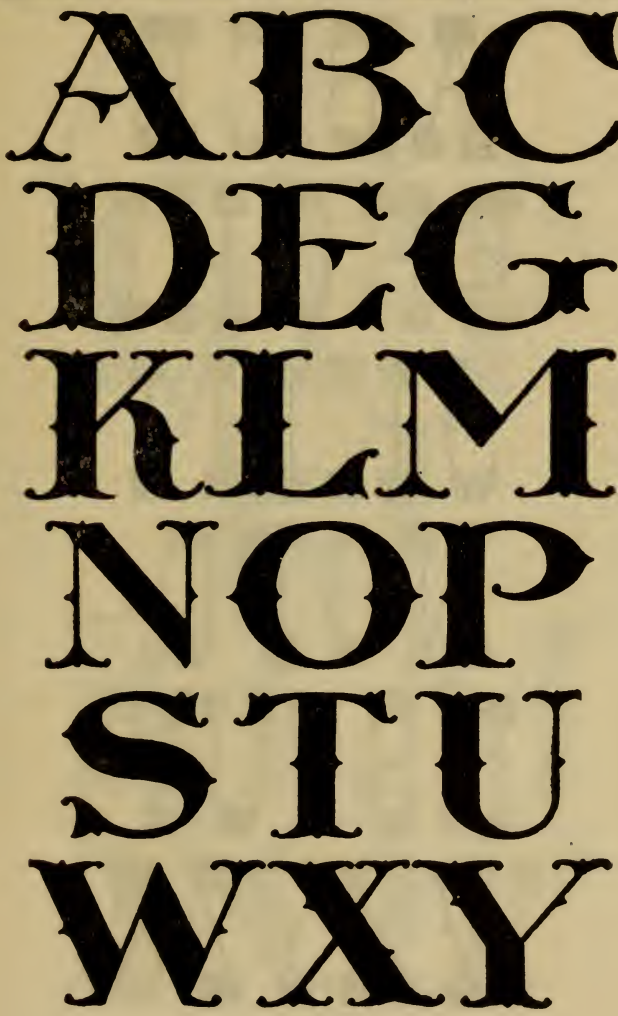
MODERN POSTER



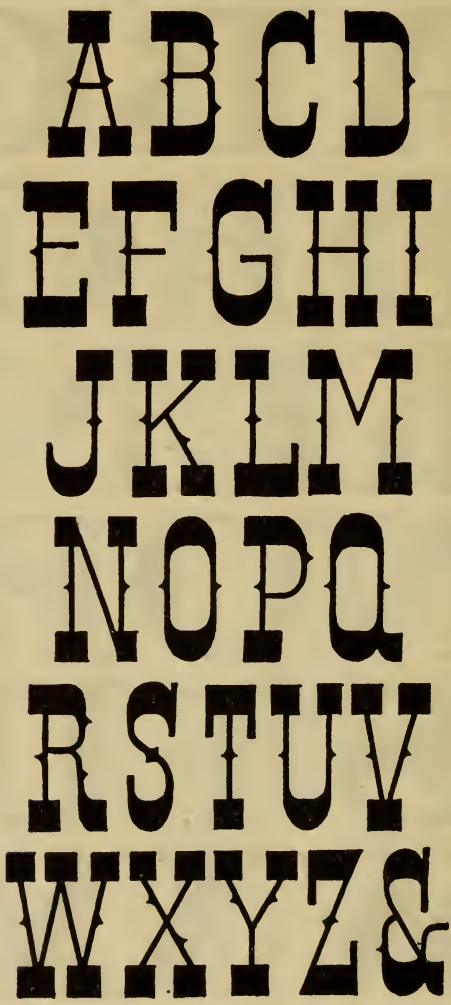
MODERN ENGLISH



TUSCAN ROMAN



GAY NINETIES



ROMAN



ROMAN

R S
T U V
W X Y Z
1 2 3 4 5
7 8 9



University of
Connecticut
Libraries



39153027401902